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ART AS A COMMUNICATION TOOL

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Annotation. The paper deals with issues related to the problems of perception of art as a communication tool. The multifaceted role of art as a communication tool is explored, its impact on the deeper levels of perception, provoking thoughts, evoking emotions and facilitating connections within and between societies is analyzed.

Keywords: art, communication, visual perception, emotional response, dialogue, socio-cultural context.

Introduction. For thousands of years, art has been an integral part of human expression, serving as a powerful tool for communication across cultures and historical periods, breaking down language barriers and connecting people on a deeper level (Berger, 1998). It can evoke new ways of seeing, expanding the boundaries of our perception and opening up new perspectives. Art is a language that allows people to express thoughts, emotions and ideas beyond words (Naylor, 2016).

This study examines the ways in which art serves as a tool to communicate, promote understanding, foster dialogue and inspire change. The challenge of perceiving art as a communication tool is to uncover the role of art as a universal language and communication tool, in particular how it helps to overcome language barriers and fosters deeper understanding between people. The subject of the study is to explore the various ways in which art serves as a communication tool, promoting understanding, dialogue and inspiring change in society.

Theoretical part. Art is an important communication tool not only because of its ability to evoke an emotional response, but also because of its potential to convey complex ideas and concepts. According to the theory of aesthetics proposed by Kant, art is a special kind of communication that works at the level of aesthetic perception, allowing us to feel deep emotions and a sense of direct communication with the creator (Jones, 2022).

Thus, the theoretical analysis confirms the importance of art as a communication tool that helps not only to express emotions and ideas, but also contributes to the formation of a common cultural and aesthetic community.

Methodology. The article uses such research methods as literature analysis, empirical research, as well as surveys and interviews. The literature review was used to study the theoretical foundations and concepts related to the role of art as a communication tool. The empirical research allowed us to collect concrete data on the perception and reaction of viewers to artworks, as well as their preferences and experiences. Surveys and interviews provided additional information about the personal experiences and feelings of the participants in their interaction with art. These research methods helped to identify the various ways in which art contributes to communication and understanding in society, as well as the main mechanisms of its impact on viewers.

Results. Art plays an integral role in expressing and communicating complex ideas and emotions through symbolism, form and colour (Gombrich, 2021).

This theoretical part explores the fundamental principles and theoretical foundations underlying the role of art as a communication tool. Artistic communication is carried out through understanding the content of a work of art, its understanding in the context of history, social reality, and artistic culture.

The use of art as a communication tool contributes to the expansion of ways of perceiving the world and the development of new ideas and views. The theoretical analysis points to the importance of understanding the context and symbolism in artworks for effective interaction between the creator and the audience.

Drawing on fundamental works in art theory, psychology and sociology, the mechanisms by which art facilitates communication and strengthens ties in society were identified:

- emotional connection,
- visual literacy,
- shared values and ideals,
- symbolism and metaphor,
- identification and empathy,
- creating a shared experience,
- stimulating dialogue and discussion,
- introducing innovative ideas,
- cultural identity,
- engagement with social issues.

Visual perception plays a key role in shaping our understanding of art and perception of its messages and symbols (Arnheim, 1994).

Research has also shown that reactions to art can be strongly influenced by cultural context. For example, works that reflect local culture and traditions may have a greater emotional impact on audiences whose representatives relate to these values. Thus, the findings underline the importance of understanding the context and specifics of the audience when communicating through art, as well as the need for further research in this area to better understand the mechanisms of artistic communication.

Additionally, surveys and interviews revealed that the perception of art can change depending on the personal experience and mood of the viewers. For example, people from different backgrounds may perceive the same work of art differently based on their own baggage of emotions and experiences.

Today, contemporary art is moving away from traditional forms, and the process of communication between the author and the audience plays a crucial role. In such works, the viewer becomes a full participant in the process. The author can now not only convey an idea to the viewer, but also enter into a dialogue with them. The work reaches maximum openness: thanks to the participation, both the form and the visuals change, and the original idea can turn into its opposite.

The latest technologies have also become an integral part of contemporary art. They are used to create installations, photographs, video art, digital art, network art, etc. Some works are created and exist only on the Internet. The authors use modern technologies to organize exhibitions, performances, etc. The term "new media art" is often used to describe these types of activities. Multimedia technologies are used in commercial digital and computer products, such as video games, multimedia encyclopedias, presentations, etc. New media is part of contemporary art, but not all works created with the help of new media technologies are art. Video games, for example, are the result of the author's work with new technologies, but the purpose of their creation is commercial, so they are not art. Multimedia artists, in turn, also use modern technologies, but they do it for the sake of art.

In other words, contemporary art is marked by an active interaction between the author and the viewer, where the latter becomes a co-creator of the work. The latest technologies, such as video art or installations, allow authors to experiment with forms of expression, but it is important to distinguish between commercial products and genuine art.

Thus, the research findings reveal the diverse ways in which art serves as a communication tool, evoking emotional responses, encouraging dialogue and facilitating connections between individuals and communities. The analysis of the interpretation of artworks highlights the role of symbolism, aesthetics and cultural context in shaping the understanding and engagement of viewers with art. Survey and interview data provide insights into the subjective experiences of participants, shedding light on the personal meaning and impact of art in their lives.

Conclusions. Based on the results of this study, it can be concluded that art plays a multifaceted role as a communication tool, crossing linguistic and cultural boundaries to convey meaning and evoke emotions. Theoretical frameworks such as visual literacy and semiotics provide valuable insights into the processes underlying artistic communication, while empirical evidence enriches our understanding of how people perceive and interact with art in different contexts. Ultimately, this research highlights the importance of recognising art as a dynamic and powerful form of communication that can inspire, provoke and unite us in our shared human experience.

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