
An Introduction To New Media And Cybercultures

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OSBORNE MCMAHON

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introduction to new media art through key debates and theories. The volume begins with the historical contexts of the digital arts, discusses contemporary forms, and concludes with current and future trends in distribution and archival processes. Considering the imperative of artists to adopt new technologies, the chapters of the book progressively present a study of the impact of the digital on art, as well as the exhibition, distribution and archiving of artworks. Digital Arts: An Introduction to New Media (Bloomsbury New ... Understanding new media, in this sense, means understanding how they interact with a series of social, economic, political, cultural and psychological processes, giving rise to a new kind of world. As we shall see, this world may not resemble very closely the one in McLuhan's vision, but it can nevertheless be thought of as a new media world. What is meant, however, by the term 'new media'? UNDERSTANDING NEW MEDIA Welcome to the companion text for

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