

Response to New Media from Borges to HTML

This article describes the New Media Reader which is described as an examination of connections and patterns between “traditional” media and so-called new media. The article defines New Media in several ways, each of which center on the use of computers to generate and share modern media. The article explains New Media then compares it to “classical” media and shows how they are connected.

The article makes some rather intriguing points concerning Computer Scientists and other individuals who contribute to the technology used to generate media today. Specifically, the article states that these individuals are true modern artists and should be appreciated as such. Manovich admits that this statement is rather controversial however the idea is not without merit. One could argue that famous painters could not have completed their work without master craftsmen to create their canvases, paint brushes and even the paint itself. Perhaps Manovich is trying to argue that creating media requires both an artist in the classic sense and an artistic toolmaker to give the artist the tools required to create modern media. This argument, while interesting, seems to be rapidly abandoned as the article progresses.

Manovich also describes several different ways of examining New Media. Each of these sections seems to hint at Manovich’s support of the usage of computers in modern media generation. These sections bring up good points about how computers can be used to assist and even improve upon media generation. For instance, he mentions how computers can complete tasks normally completed by humans (such as cutting and

Bill Davey
Media Studio: Imaging
Section 1

pasting an image) far faster than a human could. He goes on to say that computers can also complete tasks a human could not (such as duplicating works on a massive scale).

After reading this article, it is clear that Manovich supports the usage of computers in order to create so-called New Media. He mentions that New Media may become its own genre of artwork unique from the others. However after examining his arguments, I would expect modern media to lean entirely towards New Media rather than splitting between New and Classic techniques. Regardless of which direction modern media takes I agree with Manovich's support of the use of Computers in the generation of Media. Using Computers will allow for new artistic possibilities and allow even fledgling artists to express their ideas in an accessible way.