THE IMPACT OF DIGITAL TECHNOLOGIES ON THE AESTHETIC PERCEPTION OF YOUTH

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ABSTRACT

This paper aims to provide a deeper understanding of how digital technologies influence the perception of art and culture among young people, as well as how aesthetic values are shifting in the context of the digital transformation of society.

KEYWORDS: Digital technologies, aesthetic perception, youth, social networks, visual culture, mass trends, creativity, art, cultural standards, self-expression.

INTRODUCTION

In the age of information technology and digital media, aesthetics is undergoing significant changes. The internet, social networks, video games, animation, and visual technologies play a key role in shaping the aesthetic preferences of youth. They offer new ways of self-expression and provide access to art and culture from around the world. However, given the massive flow of information and digital entertainment, an important challenge is the development of critical perception and the ability to distinguish high-quality art from superficial content.

In this context, aesthetic education for young people requires special attention to the media formats and content consumed by the youth. Education must take into account the influence of new technologies, guiding young people toward an understanding of the value and meaning of aesthetic experiences.

Digital technologies have changed almost every aspect of human life, including the ways in which we perceive the world, communicate, and experience art and beauty. The youth who have grown up in the era of digitalization have a unique perspective on the world, one that is closely tied to modern technologies. The development of digital technologies, including the internet, social networks, video games, and virtual and augmented reality, not only changes the perception of aesthetics but also transforms tastes, preferences, and social norms. In this context, the question of how digital technologies influence the aesthetic perception and taste of youth is becoming increasingly relevant.

Digitalization has given rise to a new form of aesthetics, which can be called "digital aesthetics." This term encompasses the ways of perceiving and creating art using modern digital tools. Youth, actively engaging with digital technologies, begin to perceive beauty and art through the

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lens of these technologies. Thus, aesthetics, the perception of beauty, and the tastes of youth are being transformed into several new formats.

With the development of computer graphics and software for creating digital art (such as Photoshop, 3D animators, CGI), significant changes have occurred in how young people perceive and create art. Contemporary artists use digital technologies to create visual works that are impossible to produce with traditional techniques like painting or sculpture. Young people actively participate in this process, using tools to create animations, digital paintings, 3D models, video games, and more.

"Visual Effects": Movies, video games, and online content filled with vibrant visual effects are changing the perception of beauty. Youth, accustomed to bright and saturated images, may not always find traditional art forms, such as painting or sculpture, as impressive or attractive.

"Youth Subcultures and Digital Aesthetics": On social media platforms (such as Instagram, TikTok), youth are actively involved in creating a new visual language, including the production of memes, visual effects, filters, and digital collages. These forms create a distinctive digital style, which may be perceived as a new cultural code.

b) "Virtual Reality and Augmented Reality"

Digital technologies have opened new horizons for art and aesthetics through technologies like "Virtual Reality (VR)" and "Augmented Reality (AR)". These technologies allow for an entirely new way to immerse oneself in art and nature, unlike anything possible before.

- "Virtual Exhibitions and Galleries": With the development of virtual museums and exhibitions, young people now have the opportunity to attend cultural events and enjoy art from the comfort of their homes. This new form of interaction with art makes it more accessible but also changes the perception of "real" art—living, tangible, and traditional.

- "AR and VR in Education and Entertainment": Games and educational apps that use virtual and augmented reality technologies are also shaping youth's new perspective on beauty, which impacts their aesthetic preferences. Virtual spaces create the illusion of immersion in a world that is simultaneously real and imagined, leading to a shift in how they perceive the surrounding world.

"Social networks play a crucial role in shaping the aesthetic preferences of youth." They not only provide an opportunity for self-expression but also serve as platforms for the dissemination and consumption of art, fashion, and visual culture as a whole.

Platforms such as "Instagram", "TikTok", "Pinterest", and "YouTube" actively contribute to the creation and spread of visual trends. Young people, who engage actively with content, quickly adopt and adapt these trends. The influence of visual imagery on the aesthetic perception of youth in social networks can be both positive and negative.

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"Visual Culture": Social networks often create an idealized aesthetic that is based on beauty, fashion, and lifestyle standards promoted by popular bloggers and influencers. This can lead to a narrow conception of beauty, limited by commercial and trend-driven standards. At the same time, youth may become involved in the process of self-expression, creation, and dissemination of new aesthetic concepts.

"Platform-Driven Tastes": In social media, there is an intensified competition for attention, which leads to the emergence of brighter, more unusual, and sometimes provocative images. This influences the formation of taste: youth become accustomed to rapid information processing and the consumption of content that requires minimal effort to understand. This can also diminish the depth of perception of traditional forms of art, such as literature or classical music, which require greater attention and concentration.

With the advent of "TikTok", "YouTube", and digital platforms for streaming video, art and culture began to exist in a completely new format, based on short videos, stickers, filters, and digital collages. Young people perceive these forms as entirely natural and often use them to express their creativity.

- "Memes as Cultural Objects": Memes, as a form of humor and visual communication, have become an important part of digital culture. They spread quickly across the internet and become a part of mass aesthetic perception. Memes allow youth to connect with social and cultural issues through humor and sarcasm, forming a new kind of aesthetic perception.

- "Visual Novels and Video Games": Video games, which offer complex visual worlds and narratives, also influence the perception of beauty and aesthetics. Modern games such as "The Last of Us" or "Cyberpunk 2077" create virtual worlds that not only provide entertainment but also serve as works of art that evoke aesthetic perception and emotional responses.

Despite the positive aspects of digital technologies influencing the development of aesthetic perception, there are also negative aspects that affect the aesthetic preferences of youth:

"Digitalization contributes to short-term perception of information." Young people, accustomed to consuming visual content, may lose the ability for deep reflection, analytical perception, and attentive engagement with art. The rapid turnover of images, memes, and videos creates a "cult of quick information," where the significance of depth and content is often lost.

Digital technologies, especially through social networks, can create and spread idealized images of people, places, and things, leading to inflated and often unrealistic standards of beauty. The pursuit of such idealized images can lead to frustration, depression, and other psychological issues among youth, as well as affect the formation of their self-esteem.

CONCLUSION

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Digital technologies have a profound impact on the aesthetic perception of youth. They not only change the ways in which art is perceived and created but also shape new concepts of beauty, taste, and aesthetic standards. The influence of social networks, video games, virtual reality, and digital art leads to the emergence of new forms of aesthetics but also brings challenges related to superficial perceptions and unrealistic standards. However, with the right approach and conscious use of technology, it can become a powerful tool for expanding the horizons of aesthetic perception and self-expression among youth.

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