

CCreative Thinking of Cybernetic Theory (Control & Future) as an Approach to enrich New Media Arts

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Abstract:

The new techniques and the technological development accompanying the emergence of new media arts previously preceded by digital arts are integral parts of their existence due to their visual and sensitive impacts. Connection between science in general and art has started since the beginning of the history; whereas art is considered a deep expression about life and its particulars and science explains life and its particulars as well as laying down its regulatory laws. Every scientific theory has a thinking orientation and a philosophical hypothesis. In addition, it has laws regulating it. Art expresses it and is considered influenced by it and influenced with the development and the modern life, modern thinking and philosophical trends. Scientific discoveries and physical and mathematical theories are considered obvious, continuous and developed impact as universe has no wantonness. Everything in the universe has various images from the system explained by science. Science explains the processes subjected to basic laws. Every scientific theory has its basic laws and determinants. The world tries to study and investigate the cybernetic theory to confirm and verify certain hypotheses and conclusions expressed by art in general and new media arts in particular due to having designed formulas expressed by surprisingness, ambiguity, novelty, complexity and control with creativity and modernity in thinking and absorbing the new and modern concepts.

The close link between technology and art as a mediator for the creation of art in its new visual language and its development, scientific and philosophical studies and theories that studied nature, its structural system, its external appearance, its internal structure, and the relationships between its vocabulary and ways of growth with all the vocabulary that the universe carries, has contributed to this as well. To recognize and distinguish the validity of the scientific theory through its beauty.” This is because both science and art explain the world. Science urges the answer, while art raises the question.. The research deals with a definition of what cyber is, with the theories and concepts it carries, including control, communication, artificial intelligence, and enhancement of the senses, which was It has a clear influence on new media art.

Key Words:

- Cybernetic Theory ,Control Theory ,New Media