

The Cognitive Theories of The interpretation of Art Appreciation for Postmodern Arts

Assist. Prof. Dr. Akmal Hamdy Ahmed Abdallah

Assistant Professor of Criticism and Art Appreciation, Faculty of Art Education -

Helwan University

Akmal_hamdi@hotmail.com

Abstract:

The term cognitive theories refers to the mental activities carried out by the recipient within the framework of the process of artistic appreciation of works of art, and mental activities "are those processes that involve under the concept of knowledge to discover, interpret, classify and remember information, evaluate ideas, principles of inference, rules of induction, and other cognitive aspects that represent Human experience in the position of artistic taste. And artistic appreciation for works of art can be linked to cognitive theories, especially since the trends of postmodern arts called the connoisseur to think about the artwork, and also called for stopping the direct emotion of feeling towards the artwork, and added more ambiguity to it, which in turn affected the connoisseur's view of art. To these works of art, in an attempt to decipher the mystery surrounding them, especially since the taste based on feeling and feeling towards typical works of art is no longer valid with this type of art. In this context, the process of artistic appreciation for artworks is essentially a communicative process, requiring the presence of three parties, namely the sender, artist/receiver, recipient, message or artwork. Thus, "the process of artistic tasting raises the cognitive aspects of the recipient to explore the nature of the artwork, its subject and its aesthetics, so that it can be tasted by re-thinking about the prevailing ideas or theories.

The research aims to reveal the cognitive theories that contribute to explaining the process of artistic taste for the works of postmodern arts, while the research problem lies in the possibility of revealing the cognitive theories that explain the artistic taste of postmodern arts? The importance of the research is to study the cognitive theories that support mental activity in the face of artistic work within the framework of the process of artistic appreciation. Research on the philosophical potential of cognitive theories and their role in interpreting the process of tasting artistic work as an aesthetic stimulus. It sheds light on a selection of postmodern artworks that support the cognitive theories that explain the process of artistic taste.

Keyword:

Cognitive Theories – Art Appreciation – Postmodern Art.

Introduction:

The science of the mental activity carried out by the recipient towards the artistic work within the framework of the process of artistic appreciation refers to cognitive theories as the organizing concept of that process in the context of art appreciation, those mental activities that are defined as "the processes that fall under the concept of knowledge that aims to discover, interpret and classify the memory of information, the systematic evaluation of ideas, deductive

principles, inductive rules, and other cognitive processes that reflect human experiences towards the process of appreciating works of art” (5:29). Whereas, tasting art as a cognitive process can be linked to cognitive theories, especially since the trends of postmodern arts directed the role of the connoisseur towards the artwork towards visual and mental thinking in the artwork, and the trends of postmodern arts sought to avoid the direct emotional attitude towards the artwork, which It involves the feelings of the connoisseur, which prompted many postmodern artists to add more ambiguity to the artwork, whether in terms of subject matter, elements, materials, etc., which cast a shadow over the connoisseur’s view and role towards this type of artwork. Which requires the connoisseur to decipher the hierarchy of the mystery that surrounds it, especially since the experience of artistic appreciation based on the emotional and emotional side of the classic artworks, is no longer valid to be applied with this type of artwork that belongs to the trends of postmodern arts, which is what called the artist and the connoisseur to refer the process Appreciating the cognitive aspect in order to reach realistic interpretations of the artwork.

Consistent with the foregoing, it appears that the process of artistic appraisal of artworks that belong to postmodern arts trends has become dependent mainly on the concept of communication processes, which require three parties to occur, namely the sender, which is meant by the artist/receiver, and which is meant by the recipient/message, which is meant by the artwork. Thus, "the process of artistic appreciation raises the cognitive aspects of the recipient to explore the nature of the artwork, its subject matter, and its aesthetics, so that it can be tasted in a cognitive manner that depends primarily on rethinking about what was prevalent of ideas or theories, and not on emotion (2: 148). From the above, it The connoisseur should not stop acquiring knowledge that stimulates his mental activity towards works of art in general, and works of postmodern art in particular, especially since most postmodern art trends and artists seek liberation from stereotyped models of art, and liberation from the restrictions of the familiar art form in works Artistic, striving to break down barriers between different fields of arts.

The artistic appreciation of the works of postmodern art calls for revitalizing the mind and knowledge, because the postmodern arts expressed philosophical ideas that had major repercussions that affected the movement of art and the form and theme of the artwork, and even affected the materials used, techniques, and presentation methods for the artwork as well, while “undermining Postmodernism: contexts of analysis and composition, mechanisms of imagination and mental thinking, in addition to demolishing the concept of the visual form recognized by the thought of modernity towards works of art. Finance on works of art is monopolized by the elite of the audience of art and artists, which in turn led to postmodernism embracing the cognitive cultural differences that established the unfamiliarity and disorder in art so that the artwork appears incoherent” (3: 109), and therefore the average recipient of art tastes it. Through unrelated parts, especially in the absence of communication between the artist and the recipient, who must seek to support the dimensions of his knowledge culture towards art. Postmodernism wanted to dismantle the modernist concepts of receiving the artistic work, change the method of perception of the artistic work and shift its path from emotional perception to cognitive perception based on self-conscious interpretations of the methods of art, and the reasons for the theoretical and philosophical changes and transformations that affected it.

Background of the problem:

The adoption of the avant-garde art movements of the concept of postmodernism in art led later, through the multiplicity of artistic directions, to the employment of many unfamiliar media as raw materials and elements that are employed in the postmodern artwork, which many art theorists considered that these elements are alien to the artistic field. And on works of art in general, and the demolition of the accepted model for works of art such as photography, sculpture, etc., and digital devices with their capabilities played a role in works of art, and this in turn put the connoisseur in a real crisis and problematic towards appreciating postmodern artworks, as they need to develop cognitive abilities For the individual, and enhance his abilities to guess and infer and recall data and cognitive information and arrange and classify them to understand the nature of the direction expressed by the artwork, and the nature of the subject matter of the artwork itself, in order to reach aesthetic judgments on the artwork that enriches the process of artistic appreciation, and interprets it in its cognitive framework calling for the practice of tasting according to Mental activity, provided that emotional activity towards works of art is a complementary element in the process of artistic appreciation.

Research Problem:

- What is the possibility of revealing the epistemological theories that explain the artistic appreciation of postmodern arts?

Search goal:

- Exposing the cognitive theories that contribute to explaining the process of artistic appreciation of postmodern art.

Force search:

- There are epistemological theories that contribute to enriching and explaining the artistic appreciation of postmodern art.

Research Importance:

- Studying cognitive theories that support mental activity in the face of artistic work within the framework of the process of artistic appreciation.

- Researching the philosophical frameworks of cognitive theories and their role in interpreting the tasting process of artistic work as an aesthetic stimulus.

- Shedding light on a selection of postmodern artworks that support cognitive theories that explain the process of artistic appreciation.

Search Limits:

The theoretical framework is limited to studying three of the epistemological theories that explain the process of artistic appreciation of postmodern arts, as follows:

Symbolism: Henry Nelson Goodman.

Analog and Digital Theory: Paul Vitz

Cognitive theory of aesthetic preference Colin Martindale

The practical framework is limited to the analytical study of three postmodern artworks.

Research Methodology:

The research follows the descriptive analytical approach in presenting and analyzing the data within the theoretical framework of the research, as follows:

First: The Theoretical Framework:

Studying cognitive theories that explain the process of artistic appreciation.

- Studying the stages of artistic appreciation and the general characteristics of the artistic appreciator.
- Studying the practice of artistic appreciation of postmodern arts, and the proposed methods for developing the aesthetic sense of the art connoisseur.

Second: The Practical Framework:

An analytical study of three anthologies of postmodern art works, showing the role assigned to cognitive theories in explaining artistic appreciation for these works of art.

•Results:

- 1) Cognitive theories have contributed significantly to creating a different reality for the process of artistic appreciation of the works of postmodern art, commensurate with the philosophical and theoretical changes and transformations that affected the artworks that belong to the trends of postmodern art.
- 2) There is a clear presence of postmodernism undermining form and subject formulas in works of art, which in turn makes the artistic appraisal of these works of art very difficult for the connoisseur of the work of art, without developing his cognitive aspects.
- 3) Integration between the cognitive mental aspects and the emotional aspects in the process of appreciating the artistic work contributed to a remarkable progress during reading and understanding the works of postmodern arts using mental skills such as guessing, thinking, inference, attention, understanding, remembering, recalling data and information, organizing and classifying them within the framework of the process of artistic appreciation.
- 4) The adoption of postmodern philosophical and theoretical data by artistic movements led to the employment of material elements and unfamiliar artistic and technical methods. Molded forms in crafting artwork.
- 5) Through the study, the researcher concluded that the complementarity of the relationship between analog and digital in the experience of artistic appreciation for postmodern art works, contributed beyond any doubt in finding philosophical, mental and aesthetic explanations and justifications for the elements used by postmodern artists in artworks, which in turn led To enrich the artistic taste experience of the recipient.
- 6) The perception of the artistic work is directly affected by the cognitive limits accumulated in the experiences of the connoisseur of art, and that he must use those cognitive capabilities that he has in an organized manner and according to the artistic direction and subject, and according to the aesthetic stimulus represented in the postmodern artwork.

Recommendations:

- 1) Conducting more research studies on the problem of artistic and aesthetic appreciation for works of art in general, and works of postmodern art in particular.
- 2) Conducting further studies on the role of other theories and their relationship to artistic appreciation, such as cognitive and behavioral theories, and neurological theories and their relationship to artistic and aesthetic appreciation for artwork.
- 3) Applying the philosophical dimensions of cognitive theories to students of art education in the curricula of art criticism and appraisal in the stages of modernity and postmodernity, and directing them to the role of thinking and other mental skills such as reasoning, guessing, and others in the process of artistic appreciation of works of art.

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