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Art blogs as a kind of contemporary art criticism and journalism

The article deals with a new phenomenon in art criticism - art blogs. Among modern information technologies personal and group blogs occupy a significant and influential place; this article analyzes the peculiarities of individual artistic blogs - their visual design, content, author's approach to a particular topic.

Considering the modern information sources in the context of their demand, popularity and influence on the public, it is worth highlighting such a variety of Internet sources as blogs that are conducted independently by both professional journalists and original lovers - "bloggers" who deal with the coverage of certain topics in accordance with their preference. The concept of "blogger" arose relatively recently - in the early 2000's, along with the growing popularity of electronic information sources, the number of people willing to share information in a particular industry has also grown. Immediately arose and the demand for small independent pages - blogs, whose authors offered interesting, relevant information, often accompanied by illustrative material. Blogs are personal (conducted by only one author) and group (have a group of contributors). The interest of the blogs could not be overlooked by large industrial corporations, and later - small production and even single workshops. The popularity of individual blogs gave impetus to the introduction of their advertising information - frank and hidden advertising became the lion's share of earnings blogger.

Today, the position regarding the blogger's image, its importance in the world of information and the quality of the materials provided is controversial: large news editions with a powerful electronic database and a large staff of employees produce their own thematic columns that are absolutely identical to the blogs of original journalists and lovers to share certain information. However, it is the great editions that strongly shake off the influence of individual personalities of "bloggers", accusing them of incompetence and subjective attitude to certain events. By paying attention to the authenticity of individual facts in the political and economic life of a society, bloggers express their personal opinion, or the attitude of the whole population to this event. Also, the question remains about the paid work of the blogger - intentionally distorting the facts in accordance with the customer's requests. However, it's impossible to ignore the influence of independent bloggers on the global and local information network, as bloggers often focus on those aspects of events that have been missed by large media. One of the most popular platforms in the world is WordPress.com, Blogger, Tumblr; Currently, text blogging has partially captured the Instagram resource, which gained great popularity through the ability to quickly take photo and video posts directly from a mobile phone. On the territory of the CIS, such resources as livejournal, liveinternet are popular. A separate variety of personal and group blogs have become thematic pages in social

networks, including VKontakte and Facebook. It is the theme pages in social networks to date that are the most popular, global media in the world, since they enable the instant reach of huge audiences through the ability to distribute readers.

The network of blogs is growing rapidly in the cultural and artistic world. Professional art critics periodically conflict with original bloggers - fans of art, which "not canonically" cover works, events, figures of artists. However, it is worth saying that many artistic bloggers, although not having a special artistic or cultural education, are thoroughly studying the issues that are revealed on their pages. In this article, I want to give examples of artistic blogs, consider their features and pay attention to artistic design. After all, the visual perception of an electronic page is always a decisive factor for the first visit, and the content already determines the future of the visit, the frequency of viewing, rating, etc.. Also, blogs are demanded among artists - it should be noted that the use of virtual communicative means to disseminate information about their work not only allows you to familiarize with your work with the maximum audience, but also increases the rating of artists among potential employers and customers, therefore, the popularity of blogs adds. [1, p. 248].

So, let's start with a review from the blog's blog Actual-art, the most popular blog about contemporary art on the liveinternet platform. Its visual design is as simple as possible - a white emblem and small clouds are placed on a white background, while the main space of the main page is allocated to text resources - menus, links, annotations to articles. The authors of the blog did not particularly focus on the design, using article illustrations as a peculiar background. The subject of the blog is the contemporary art that appears on its pages in all its manifestations - paintings, sculptures, photographs, installations.

A similar technique is used by Anna Arsenyeva, author of the personal blog "Art to see". However, its main page is supplemented with information about the author himself, and also contains animated slideshows, videos, reviews. The main content of the blog is the classical fine art, and many materials contain an educational, educational aspect. After all, its main audience is the connoisseurs of classical art, students and students of artistic educational institutions.

The But Does It Float blog highlights vivid works of contemporary visual art - paintings, volumetric spatial installations and photographs. It is conducted by several authors, who carry out the selection of interesting, shocking materials. Visualization is absent, animated submission of illustrations to articles is used.

The MUSEO blog, which is led by David Shapiro and Jasper Pope, looks similar. Illustrations for articles are the backdrop for the main page, the materials are mainly related to the opening of exhibitions, gallery collections, interviews with artists and patrons. A separate section of the blog is an online gallery through which you can purchase the selected works.

The American Suburb X blog is devoted to photo art - on its pages you can see the photos of different historical periods, as well as the creations of modern photographers. The subject of photography is unlimited - travel, portraits, concept, nude nature, landscape, architecture, fashion, etc. The bloggers also pay attention to cinema art, placed on interview artist's pages. Photographs and texts are used as a design.

PICDIT is a blog dedicated to contemporary art. Most of the materials on his pages - modern photographs, edited with graphic programs and in fact transformed into finished works of art. This blog reveals the importance of the latest virtual technologies that have not only a communicative function, but also an opportunity to transform the photos and works of fine arts, adapt them to the virtual environment.

Conclusions

Considering the diversity of modern artistic blogs, one can confidently say that their authors are attracted to their arsenal of expressive means with all the latest visual technologies, creating as much simplified as possible and full of works of virtual art. The appearance of the main page is crucial for users who visit the resource for the first time, while content engages visitors to crosswords and new visits. The most common way of artistic design is the use of illustrative material from individual articles, as well as text annotations.

In general, the profession of blogger, though not recognized by many large media, is today a serious competition for official journalism, as it can reach a larger target audience and cause more dissemination of selected information. Modern Internet resources provide bloggers with a huge selection of visual technologies for the submission of information: the use of any illustrative and video material is possible. The popularity of certain blogs stimulates attention from advertisers who collaborate with authors to distribute information about a particular product. Online video feeds, photo postings and, directly, text resources are plentiful with numerous blogs aimed at different audiences. Comparing the profession of a blogger with the profession of journalist, it can be argued that they actually became identical, moreover, the personal positions of popular bloggers are often able to change public opinion about certain events, individuals or objects. In particular, in the world of art bloggers are able to increase the popularity of selected artists, or destroy it with critical reviews. In the global processes of any sphere of life, the issue of information is one of the first, and therefore, the most interesting, visually-rich presentation of the material, the active author's position will prevail dry broadcast or print news provided by the official media.

References

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