

THE COMMUNICATION OF ARTISTIC MESSAGE: FROM CONCRETE TO ABSTRACT

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Summary: *This article sets out to highlight the specific elements of communication through art. This approach to artistic creation requires specialist knowledge and objective analysis. From the creation to the communication of a given artistic fact and right through to its reception, variables appear which can help the whole process or distort it. Science and the arts must keep pace with the development of information technologies, so that the new advantages can be used to propagate valuable products.*

Keywords: *communication, artistic creation, concrete, abstract, music, technologies.*

Introduction

The purpose of communicating the artistic message is to highlight a cultural or creative product, shaped by specific characteristics and intended for public reception. This form of communication is not limited to the transmission of aesthetic content alone, but also aims to achieve educational and cathartic goals, thereby contributing to the development of artistic taste, the cultivation of critical thinking, and the initiation of introspective processes. However, these objectives are not always fully or uniformly accomplished, which justifies the need for an in-depth analysis of the factors that influence the evolution and dynamics of the artistic message, especially in the context of cultural, social, and technological changes.

In order not to restrict our approach to a single art form, we aim to take a broader view of the variables that influence various artistic domains. In this context, we bring into discussion the debate concerning the existence of the so-called seven canonical arts a classification that was later reconsidered and expanded, both by the inclusion of new forms of artistic expression and through the emergence of a syncretic trend that tends to blend

diverse influences: “Reality television, which promises to unveil things ‘as they are,’ has generated its own reality show (with its own portrayal of ‘the real’).” (Holmes, 2004: 83)

This eclectic tendency has led to the blurring of traditional boundaries between the arts, encouraging the emergence of hybrid forms that combine visual, auditory, theatrical, or digital elements into a single, complex artistic act.

Starting from the idea that art is a form of creative reflection of reality, we can observe how seemingly distinct domains converge in expressing shared human experiences, often developed involuntarily as cultural reflexes of society’s developmental stages. Thus, the artistic message is not merely the transmission of information but becomes a synthesis of historical context, collective mentalities, and individual experiences conveyed through various means. This complexity requires an interdisciplinary approach, capable of capturing both the aesthetic subtleties and the social and cultural implications of the artistic act.

I. Theoretical Context

1.1. Definition and Characteristics of the Cultural-Artistic Domain

The cultural-artistic domain represents a vibrant, dynamic, and multifaceted space where human creativity not only takes form but also serves as a powerful medium to communicate a wide range of meanings, emotions, and social realities. This domain is characterized by its exceptional receptivity to cultural diversity, embracing a multitude of voices, traditions, and perspectives. Equally important is the interpretative freedom that it offers, granting both the creator and the audience the liberty to explore, reinterpret, and derive personal or collective significance from artistic expressions. In this sense, art becomes a living dialogue, constantly reshaped by those who create it and those who engage with it.

The evolution of contemporary art is increasingly influenced by the expectations of a diverse and ever-changing audience, shaped by rapid social, political, and technological developments. These developments not only affect the themes and styles that emerge but also alter how art is produced, distributed, and consumed. The once-clear boundary between quality and quantity has become blurred, as public demand tends to favor works that are more accessible, immediate, and emotionally resonant, sometimes at the expense of technical complexity or intellectual depth.

“The introduction of the concept of textual linguistics was driven by the need to place textual grammar and narrative theory within a common framework. The ideas that led to the development of textual grammar come from different directions. Structuralist linguists such as Harris and Pike had understood that the sentences of an utterance are part of a coherent discourse.” (Ardeleanu, 2009: 18)

This shift challenges traditional hierarchies and criteria of artistic value, forcing creators and institutions alike to reconsider what defines success in the art world. Within this context, a significant trend is evident: art increasingly functions as a social product, shaped collaboratively through continuous feedback loops involving public preferences and market forces. Artistic creations that fail to resonate with contemporary public risk quickly fading into obscurity, regardless of their intrinsic artistic merit or innovative potential.

Conversely, works that successfully engage the public whether through groundbreaking innovation, emotional intensity, or relevance to pressing social realities stand a greater chance of enduring significance and lasting impact. The capacity to establish a meaningful dialogue with the audience becomes crucial in ensuring the longevity of artistic expressions.

This dynamic is particularly observable in the career trajectories of many graduates from artistic institutions around the world. These emerging artists, who enter the field well-trained and filled with creative potential, often face a pivotal choice: either to adhere closely to the traditions and styles passed down by their mentors, thereby honoring established models, or to venture boldly into new and unexplored artistic territories. The most valuable works often arise from a synthesis of these two impulses, skillfully combining elements inherited from previous generations with fresh, contemporary perspectives and innovative approaches. Without incorporating a degree of innovation or at least a genuine effort to engage and communicate with an audience, artistic expression risks becoming either sterile repetitive and uninspired or purely imitative, failing to push boundaries or contribute to cultural progress.

“We must therefore admit, even now, the possibility of one day reversing Saussure’s proposition: linguistics is not a part, even a privileged one, of the general science of signs; rather, it is semiology that is a part of linguistics.” (Barthes, 1964: 2)

Ultimately, the cultural-artistic domain remains a vibrant and evolving landscape where creativity intersects with social dynamics, technological change, and market forces, making it both a mirror of and an active participant in the complexities of modern life.

1.2. References to Each Art Domain

Each artistic discipline possesses its own unique mechanisms of expression and interpretation, which shape how meaning is created and perceived. Visual arts, for example, employ elements such as color, form, texture, and spatial arrangement to engage the aesthetic senses and provoke the viewer’s perception and imagination. When a piece incorporates abstract forms or deviates from traditional, representational imagery, it often demands a more profound interpretative effort. Understanding such works typically requires background knowledge of artistic movements, cultural contexts, and theoretical frameworks that guide the viewer toward deeper meanings. For instance, a painting influenced by Cubism or Surrealism might initially appear enigmatic or inaccessible unless the viewer is familiar with the historical development of these styles, the artist’s personal vision, or the socio-political conditions that informed the work.

Sound art, and particularly music, operates through a universal auditory language that has the power to evoke direct and immediate emotional responses. Yet, this universality is nuanced by the listener’s musical culture, personal experiences, and even by the types of instruments involved. The context in which music is heard also plays a crucial role: the same composition can evoke vastly different feelings when performed by a large symphonic orchestra, an intimate chamber ensemble, or a solo vocalist. Moreover, the spatial environment whether a grand concert hall, a small theater, or an open outdoor venue further influences the reception of the sound, adding layers of acoustic and emotional texture to the experience.

Performing arts such as theater, dance, and ballet represent a rich fusion of visual and auditory stimuli with movement, gesture, and corporeal presence. In these disciplines, the synchrony between the message conveyed, the artistic form employed, and the live performance itself is vital.

A theatrical production, for instance, can profoundly affect its audience when the actors’ emotional intensity, the carefully crafted scenography, lighting design, and

directorial vision come together in perfect harmony. Dance performances similarly rely on the physical expressiveness of the dancers and the choreography's ability to embody and communicate complex narratives or abstract ideas. The ephemeral nature of live performance adds a unique immediacy and unpredictability, making the interaction between performers and spectators an essential component of meaning-making.

The extraordinary diversity of forms and modes of expression in the arts highlights the essential and active role of the public as a co-interpreter of meaning. The subjective reception of any artistic act depends not only on the clarity and intention of the artist's expression but also on the cognitive, emotional, and cultural preparation of the audience. Specialized studies frequently ask why certain works of art resonate deeply within specific contexts while others fail to do so, underscoring the multifaceted and dynamic nature of cultural-artistic communication. This ongoing dialogue between creator and viewer, performer and spectator, highlights that meaning is never fixed but continuously negotiated through individual perception and social context.

II. Arts and Media Impact

II.1. The Artistic Message

The artistic message, regardless of its chosen medium – be it visual, auditory, performative, or digital – lies at the very heart of the complex and dynamic relationship between the creator and the audience. This message is rarely received in its purest form; instead, it is often filtered, amplified, or diminished through various channels of mediation, promotion, and public interpretation. These interferences can shape, distort, or even redefine the core intention behind the artwork.

The role of media – traditional and new alike – is crucial in shaping how the public perceives and values artistic works. Without consistent, thoughtful, and contextually appropriate promotion, even the most valuable and profound artistic creations risk slipping into obscurity, lost amid the noise of competing messages and cultural products.

The visibility and framing provided by media can either elevate an artwork to cultural significance or render it invisible to broader audiences. The digital age, with its rapid information cycles and algorithm-driven visibility, has further intensified this phenomenon, often favoring virality over depth and nuance.

“We have defined the journalistic genre as a type of media discourse, with a specific mode of macrostructural organization (function, speech acts, strategies), textual organization (text plan and prototypical sequences), and microstructural organization (syntactic and stylistic).” (Florea, 2011: 10)

Understanding art requires contextualization, a process through which the audience gains the necessary background knowledge to fully decode and appreciate what they see, hear, or experience. Without this preliminary stage of interpretation, the interaction with art can become superficial, limiting its capacity to evoke deeper emotional and intellectual responses. The transformative power of art – often referred to as catharsis or profound personal insight – relies heavily on the audience's ability to engage meaningfully with the work.

Lifelong cultural education, initiated formally in schools and reinforced through informal, ongoing exposure, builds the essential cognitive and emotional filters that enable this engagement. Such education nurtures not only familiarity with artistic techniques and

histories but also an openness to diverse perspectives and meanings, enriching the dialogue between art and its beholders. Moreover, it cultivates critical thinking and empathy, two key qualities that deepen one's understanding of both the artwork and the broader human experience it reflects.

Simultaneously, the aesthetic filter that the public applies to artistic works is equally vital. Audiences instinctively discern between what they perceive as authentic, valuable, and meaningful art and what they classify as kitsch, fleeting, or overtly commercial. This ability to separate the genuine from the superficial is shaped by cultural exposure, education, and the capacity to decode artistic symbols, styles, and codes.

The responsibility of the creator thus extends beyond mere personal expression. Artists must anticipate how their work will be interpreted and how its meanings might shift depending on the cultural context and the audience's perspective. In this way, artistic integrity transcends individual creativity and becomes an ethical commitment to society – balancing authenticity with social responsibility.

This dual role challenges artists to create works that not only reflect their vision but also contribute constructively to cultural discourse, fostering understanding and connection. In doing so, art becomes not only an expression of self, but also a bridge between individuals, communities, and generations, capable of shaping collective memory and identity.

II.2. From Concrete to Abstract

Contemporary art operates within a nuanced and ever-evolving space that fluidly navigates between the realms of concrete representation and abstract expression, frequently merging these two dimensions to create works of profound complexity and layered meaning.

This dual approach reflects the multifaceted nature of current artistic practices, where creators strive to establish connections with their audiences through diverse modes of communication that challenge traditional boundaries. In many contemporary performances, the tangible elements of costume design, scenography, and narrative structure remain firmly anchored in reality. These components serve as deliberate references to the social, political, and cultural contexts of the present day, aiming to reflect contemporary life in all its complexities.

Through realistic portrayals and explicit symbolism, such artworks function as mirrors to the world, provoking critical reflection, emotional engagement, and often, public discourse on urgent issues.

Conversely, there are numerous instances where contemporary art intentionally distances itself from direct representation, inviting viewers to step into realms of imagination, symbolism, and surrealism. In these cases, artists use abstraction and conceptual frameworks to transcend literal interpretation, encouraging audiences to explore deeper psychological, philosophical, or metaphysical themes.

Such works often employ metaphor, allegory, and dreamlike imagery that open up expansive interpretative possibilities, allowing each viewer to derive unique meanings based on personal experiences and cultural backgrounds. This oscillation between the tangible and the intangible enriches the artistic landscape, pushing the boundaries of what art can communicate and how it can impact audiences.

This dynamic interplay also sparks vibrant debates within the art world and beyond. Critics and scholars are divided: some celebrate the liberating qualities of

abstraction, emphasizing its capacity to foster openness, plurality of meaning, and intellectual engagement. Others express concern over the potential loss of clarity, coherence, and accessibility that can result from excessive abstraction, fearing that it may alienate wider audiences and undermine the communicative efficacy of art. These debates highlight fundamental questions about the purposes of art, the nature of interpretation, and the evolving relationship between creator and viewer in contemporary society.

Additionally, the journey toward recognition for many artists and their works can be protracted and unpredictable. Numerous masterpieces or influential artistic movements only receive widespread acclaim posthumously or after extended periods of marginalization and neglect. This phenomenon underscores the fluid and dynamic nature of public and critical reception, which is deeply influenced by shifting cultural, social, and political factors. What may be dismissed or misunderstood in one era can later be re-evaluated and celebrated as groundbreaking or visionary. Thus, the value and impact of art are not static but continually redefined through historical processes and changing societal attitudes.

“Why, it may be asked, should we engage in impractical investigations, and why should we be interested in the past? [...] For he who leads the contemplative life cannot help influencing the active, just as he cannot prevent the active life from influencing his thought.” (Panofsky, 1987: 63-64)

From this perspective, education in and through art is indispensable for cultivating an informed, critical, and empathetic public. Early and sustained exposure to a broad spectrum of artistic expressions fosters not only an ability to appreciate complexity but also cultivates openness, tolerance, and creative thinking.

Artistic literacy equips individuals with the tools to navigate the complexities of contemporary cultural landscapes, enabling them to engage meaningfully with diverse artistic languages and to resist reductive or manipulative interpretations. This form of education enhances critical discernment, allowing audiences to evaluate the authenticity, integrity, and societal relevance of artistic messages. Ultimately, a robust education in the arts contributes to the development of citizens who are not only culturally aware but also capable of contributing thoughtfully to the ongoing cultural dialogue, thus reinforcing the essential role of art as a catalyst for social reflection and transformation.

Conclusions

We live in an era marked by rapid technological advancement that continuously redefines the boundaries and possibilities of artistic expression. Digital tools ranging from sophisticated software for creation and editing to platforms for distribution and interaction have revolutionized the way art is produced, transmitted, stored, and transformed.

These innovations have expanded the horizons for artists, enabling new forms of creativity that blend multimedia, interactivity, and virtual reality, thus opening unprecedented avenues for artistic experimentation and audience engagement. However, alongside these exciting opportunities arise profound and complex questions about the nature and authenticity of the artistic experience in the digital age. One pressing inquiry is whether virtual encounters with art such as 3D virtual exhibitions, online galleries, or streamed performances can genuinely replace the direct, physical encounter that traditional art settings offer.

Does navigating a digital gallery with immersive technology provide the same emotional and sensory impact as walking through the halls of a real museum or attending a live concert where the presence and energy of performers fill the space?

The answer appears to lie in a nuanced balance between embracing technological innovation and preserving the irreplaceable qualities of live, human artistic experience. Technology undoubtedly democratizes access to art, breaking down geographical, economic, and social barriers that have historically limited audience reach. It allows individuals worldwide to experience artworks and performances they might never otherwise encounter, thus expanding cultural horizons and fostering inclusivity. Nevertheless, digital interactions, no matter how immersive or sophisticated, often lack the tangible immediacy and emotional resonance of live artistic events.

The presence of the artist, their physical embodiment, spontaneous expression, and the shared atmosphere between performer and audience convey something deeply unique and unrepeatable. This intangible energy comprised of emotion, vulnerability, and authentic human connection cannot be fully captured or replicated through screens or virtual environments, however advanced.

Given these considerations, the responsibility to sustain and nurture the vitality of art in contemporary society falls collectively on all involved stakeholders: artists who innovate and embody their creative visions; educators who cultivate cultural literacy and critical engagement; media outlets that frame and disseminate artistic discourse; institutions that preserve and promote art; and the public, whose openness and curiosity fuel the cultural dialogue. Together, these actors must strive to maintain art's role as both a mirror reflecting societal realities and a catalyst inspiring transformation and growth.

Whether rooted in traditional practices or emerging digital formats, artistic creation must be anchored in clear intention and core values, aiming to connect meaningfully with an audience that is informed, engaged, and receptive to wonder. Only through this harmonious integration of technology and human presence can art continue to enrich lives, provoke thought, and foster shared cultural experiences in our increasingly digitized world.

In conclusion, whether it draws from time-honored artistic traditions or embraces the possibilities offered by digital innovation, artistic creation must remain grounded in purposeful intent and authentic values. These foundational elements ensure that art retains its capacity to speak meaningfully to an audience – an audience that is not only exposed to but also engaged with the cultural and emotional dimensions of the work.

As we navigate an increasingly digitized world, the challenge lies in harmonizing technological tools with the human essence of artistic expression. It is within this delicate balance that art continues to thrive: provoking thought, evoking wonder, and cultivating a shared cultural space where diverse experiences can be acknowledged and explored.

Ultimately, it is not the medium alone that defines the power of art, but the clarity of its message and the depth of the connection it forges with its audience. By remaining rooted in intention and responsive to the evolving cultural landscape, artistic expression can continue to enrich lives and sustain its relevance across generations.

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