

## **EXPANDED MEDIA IN THE ARTS: ARTISTIC AND AESTHETIC EXPERIMENTATION**

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### **Abstract**

The uses of media in the arts today are unlimited and expanding without boundaries. Through artists' creativeness and innovativeness allowed this to happen. Recently, the expansion of media that associates with the advancement of the electronic-technology is known as the "new media" arts. Terms such as integration, collaboration, convergence and hybridization were used to reflect the expansion of media in the arts. The fact that media in the arts are so broad and varieties are undeniable. Actually, the progresses of expanded media have lead to the exploration aspect. It identified able to provide a lot of possibility for artist to deal with the experimental approach, where artistic people may call 'Experimental Art'. Generally artists use the term 'experimental art' just to describe their action toward these broader practices and approaches, but the facts it is just an unjustified art category. It happened due to the various medium apply and implement in the context of exploration. Artists are trying the best to explore the possibilities and opportunities by using media in a radical way. Anyway, integration between art and electronic technology generates a diverse perception amongst Malaysian at large. People believe that electronic technology seems to drive away the aesthetic values and artistic originality. Art always related to the human conceptual values, but not the electronic technology. This is among the common misperception that needs to be elucidated.

**Keywords:** integration of media, creativeness and innovativeness, expansion of media, experimental arts.