A GLANCE AT ART AND TECHNOLOGY – THE REALITY

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'People respond to new technology in different ways: there are technophiliacs and technophobes' - Walker and Chaplin (1997: 209), 'Visual Culture: An Introduction' - Reactions to New Technology.

The subject of art and technology has always generated controversy in debates between artists and scientists. There seems to be a line between the expertise of the artist and the scientist; however, the line between art and technology is not so clear. To this day, many still assume that art and technology exist only within their own parameters. This is because technology seems to have its own way of contributing to mankind. Technology initiated the study or discovery of scientific evidence, while art seems to contribute to artistic and aesthetic needs only. However, many are unable to see and understand that art and technology exist to compliment each other.

In describing technology, Walker and Chaplin in their book '*Visual Culture: An Introduction' (1997: 196)* write that the word 'techno' is derived from the Greek term 'techne' meaning art or skill, which eventually gave rise to modern words like 'technical' and 'technique'. In one sense, 'technology' means 'knowledge of applied science and engineering'; in another it means 'systematic treatment'.

Studies and new discoveries in technology are benchmarks in the evolution of systematic treatment in the execution of knowledge. These days, advancements in technology, especially digital technology, are having huge impacts on the globalization of human activities, affecting every aspect of human thought and life. From my understanding, the element of 'technology' is just a 'subject' or 'object' to enhance the quality of human civilization. Daniel Bell in his book '*The Future of Technology' (2001: 9)* writes that most people do not realize that technology has an inherent tendency in a competitive environment to increase simplification. He asserts that technology may complicate our lives, but the process of simplification makes it workable.