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Media art in Ukrainian visual arts: philosophical and aesthetic ideas and expressions

This article aims to examine media art as a form of Ukrainian contemporary visual art and analyze its philosophical and aesthetic ideas and expressions. The specificity of media art in a postmodern culture was revealed with the method of cultural analysis. Historical–cultural method helped trace the genesis and evolution of media art. The method of structural–functional analysis contributed to reveal the main varieties of media art. Author has reached the following conclusions: media art is an important type of visual culture; it represents the leading features of postmodern

culture (heterogeneity, intertextuality, ephemeral, multimedia); video art is the main expression of media art in Ukraine, and picturesqueness, meditation, social and political accents, thematic focus on the problem of self-identity are the national cultural features.

Keywords: visual art, media art, video art, communication.

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