Misreading Theory in Digital Art: Image is How You Read

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Keywords: Digital Art, Misreading, Deconstruction.

Abstract. Since the integration of digital technology with processed-oriented art practice, contemporary new media artists has turned to a new relationship with technological environment to invoke the creative potential from human discourse which involves with image works. And misreading theory can explain the interaction between the subject and the original image. Is analyzed in this paper, the bloom of misreading theory, on this basis to comb misreading theory, this paper provides a new Angle of view, respectively from the misreading in his sex, uncertainty, intertextuality to explain the meaning of image formation, analysis the applicable to the understanding of digital art misreading of interaction model, to explore the image meaning suggest a possible thinking path.

The Transformation of Video Art to Digital Art

In 1965, the artist NamJune Paik got just came out of the Japanese camcorder model (black and white VTR + CV - 2000), he will be on the Pope is visiting New York, Europe, creating the world's first video art. As in 1965, Andy, Mr. Captured video, only the section of the inside and outside is retained, it presents a continuous replication, and common theme of the series, including the late early screen printing and the double projection in the movie. The artist, represented by NamJune Paik and Andy Warhol, pioneered the early use of the new method of video recording into the creation of art works. In the years since, video has been used as a creative way to enter the artist's perspective. In the '60s and' 70s, artists began reorganizing videos and time-based media. For example, behavioral art, avant-garde movies, etc. In particular, behavioral artists have found that video art can preserve and present behavior art completely, so they begin to explore the possibility of using video techniques in behavioral art.

Along with the progress of the projection broadcast, digital imaging technology, the so-called "video art" evolved slowly. Video art is to provide a kind of immersion "viewing effect", and avant-garde movie art, experimental film with interweave, its development has exceeded its birth contains field. The creative media of video art has the features of diversity, flexibility and immediacy. It is becoming more and more convenient to acquire video, and artists continue to create new works of art. Under the guidance of video art in the development of Internet technology, has been continuously with music, dance, art, movies, and other forms of expression, gradually create new art, digital art.

Misreading Theory

"Misreading" is a kind of common phenomenon, the history of literature Misreading originally refers to literary works have other solution, Misreading occurred in the process of reading works, works reveal true meaning, close to the interpretation of the aesthetic value of the highest form. "Misreading" subverts the thinking mode of traditional positive and false dichotomy, negates the ultimate meaning of the text, and advocates the interpretation of text pluralism. The concept of "misreading" originated from the "extension" of Derrida, the founder of deconstruction. The so-called "difference": "any language elements are not self-sufficient, but with the other ingredients have no clue of the complex relationship, both with other symbols of imprinting, but different from each other.
again, and highlight its own value when forming difference."[1] From this thought path, Derrida concludes that the ultimate meaning is nonexistent. This view in expressing a kind of means to deny it again at the same time, any a way of reading is absolute misreading and relative is read, so literary interpretation cannot reach its ultimate meaning, make its meaning to push layer upon layer. The uncertainty of textual meaning makes the readability of the text to an infinite degree.

"Reading, as I've hinted in the title, is an allusion, almost impossible, and if more emphasized, reading is always a misreading."[3] Bloom says misreading is one kind has had sexual behavior, the meaning of the text can be done in a misreading meaning transformation, transmission, difference, so the ultimate meaning of the text in the misreading is impossible to find. "The effect is also in the form of misreading -- although this misreading is often unconscious and almost imperceptible. At this point, I will reach on my theory core principles (though its arbitrary cannot increase its authenticity, but its authenticity is enough): poetry - when it comes to the influence of two strong poets, two real poets - always to before a misreading of the poet. This kind of misreading is a kind of creative correction, which is actually a mistranslation."[4] Bloom noted in "the anxiety of influence, “All face on, overlooking the precursor poet constructed by the traditional poetry, the latter of the shadows to elder poet launched a war of the type of Oedipus, symbolic, ritual to kill their parents, the poet, to open up in the forest of the strong poetry tradition of poetry.”[5]

"To interpret is to understand, to heckle, to be familiar, to forget, to erase, to make it unrecognisable and repetitive -- that is to say, endless personification."[7] "Anthropomorphization" refers to the displacement of "main body" in the reading, thus constantly changing the text. It is the personification of the reader who reads the text and forms the "ego"."The residue of difference constitutes an empirical consciousness that seems to be producing "spirit, consciousness, self"[8] The reader is an 'I' before reading, and another 'I' after reading; that is, misreading is an activity that can construct a person's consciousness. In "the allegory of reading", deman explains this again. This kind of anthropomorphization reveals the chance of the text and the reader, which is not the interpretation of convergence, not the search for the ultimate meaning, but the existence of the business travel of the otherness. And Derrida called the misreading process "altered": "This alteration is the final word of an age."

The Possibility of Misreading Theory

The term intertextuality is proposed by Julia Christie, a French post-structuralist critic, "Any work in this article is composed of many articles of inlays, and any article is the absorption and transformation of other articles."[10] "Is its basic connotation, every text is the mirror of the other text, every text is absorption and transformation of other texts, they refer to each other, each other, forming a potential open network, to form the text in the past, present and future of huge open system and the evolution of literary semiotics."[11] In her view, is a text of the expression of an object, writing and rhetoric is not a fixed point has no fixed meaning, but between the text and the text, dialogue and exchanges of several word words. Intertextuality is "inserting history into the text and inserting text into history"[12], the presence of others—in misreading, there exists the "he", the reader, who can misread the activity. In misreading, terms of the present readers to read the works, the reader is the object of misreading and converted object, but does not like the past absorbed work content, but a critical attitude towards work, "the authors" and "the other" opposites in misreading gradually eliminate, he was the difference in sex recognition of admission to the reader. The writer and the reader both exist at the same time, the author and his relationship is dialectical, the other demonstrates the existence of the author, the difference of the author and his misreading of needed to definitely, confirming the presence of the two sides value on both sides. This is the presence of others; the next step is uncertainty. "Meaning" is always defined by the historical situation of the interpreter. The textual meaning transcends its author, which is not temporary, but always. So understanding is not just a skin action, it's always a creative act. The meaning of the text contains three dimensions, which the author expresses in words. The meaning of the text itself; the reader reads the meaning of the text.
The corresponding understanding also contains three forms: the understanding of the meaning expressed by the author; Understanding of the meaning of text; the reader's understanding of the reaction. But the meaning of the text itself is always more than the other two, the significance of the visible text is always a kind of open structure, the author, text, there is no dominant relationship between the meaning of the text itself with a strong uncertainty, these illustrate the misreading theory is uncertain.

**Misreading in Digital Art**

As described above, we can propose a scenario in which the theory of misreading is applied to digital art, and we may find some relation between "literary text" and "digital art". The author becomes a designer; the reader becomes the spectator; the text has also become digital art.

**Intertextuality - The Relationship between the Assimilation and Transformation of Text**

A kind of connection, absorption and transformation of the works, they imitate each other, and they lead each other to form the text past, present and future. Any new text is text to each other.

Lee Lee Nam, a Korean digital artist, integrates his deep and special artistic philosophy into the artist of digital art, and expands the scope of digital art. Digital art is not merely to cater to the mass aesthetic and emotional and more about create a work of art through different media, through digital technology to build a work of art, this is just a feature of contemporary digital art. In the works of li ii, you will find that contemporary digital art has a richer connotation.

Reborn in his work the Mona Lisa, as the goods is in the form of a LED animated video rendering, each aircraft missile was Fried "Mona Lisa" part of a fire first, grow beautiful flowers, after the fire is out until the Mona Lisa was completely covered. The horror fighter and the fresh green, "fire" and "flower" are constantly changing. The Mona Lisa portrait from left to right, experienced fighter aircraft bombing, on the left side of the Mona Lisa's face slowly obstructed by flowers, the flowers slowly float to the left of the Mona Lisa on the right, the right shows a new the Mona Lisa. Lee Lee Nam by the "new" and "old" battle let visitors experience the metaphorical meaning, the Mona Lisa and the exchange of flowers is the exchange of classical and modern, previous work is present, the moment has been eroded, with new meaning - fighter explosions of Mona Lisa represent the author's anti-war spirit. The life and death of war, born of remoulding, destroyed in remodeling.

**The Presence of Others the Absolute Precondition of Being Present**

In the presence of the viewer, reading digital works of art from the perspective of others, the phenomenon of misreading can be misread by the presence of others. In digital art, the viewer is very important, the meaning of the digital art works is more complete.

The bionic man will dream of electronic cows is an exhibition at the 798 Yang gallery, which tries to explore the subtle umbilical cord between art and technology to explore the ontology of VR technology. The exhibition is divided into three parts. The first part is VR virtual reality. There are two virtual Spaces, and there is a lot of gunfire and smoke in one space. A space in which cows walked among the trees seemed to preserve some sort of pastoral scene. The second part is a transparent glass maze in real space, with two parts of the glass labyrinth and two virtual realities nested inside each other. To explore the virtual world, you must first enter this glass labyrinth. And the two voices that echoed in two Spaces, the voices of the robots: "if you destroy the system, there will be chaos, you will die billions of people, you know?" "How many bionic people are terminated by their owners every day? Do you want to guess? We're just machines for them."

The process of the audience feel works will appear constantly, making the audience in VR world and the physical space, on the narrow line between wobbly lopsided from time to time." "Electronic cows will be set according to the audience Settings, sometimes approach, from time to time, to the depths of the maze to guide the audience, but I put this part of interaction design is very obscure, is almost imperceptibly." He deliberately kept it a distance from the game, not allowing the audience to experience the thrill of "going through customs" or "out of the maze". You may think you are now
traveling in a virtual world. But from god's point of view, you might just be a funny human being with a funny device in the glass labyrinth of your choice. "Bionic man would dream of electronic cows?" the exhibition to a certain extent, if without the participation of the audience to its, its meaning ceases to exist, there is no audience immersion interactive experience you will see the exhibition just is a pile of glass packing and become meaningless, occupy a dominant position so that the audience here, the other is the necessity of others is present, reflects his misreading theory in the presence of others.

Uncertainty - The Author's Intention, the Meaning of the Work, the Uncertainty of the Viewer's Intention

As a result of the existence of the viewer and the work itself, digital art works is not completely from the author created works, its meaning is the meaning of the work itself and the result of the interaction with the audience.

The bathroom Washroom is young artist Zhang created a set of new media interactive installation, won the 2017 session of outstanding undergraduate graduation works, Tsinghua academy of fine arts works will be converted to digital media, the bathroom and comedy to express a kind of criticism of the excessive use of modern network technology. The work consists of four interactive devices: the toilet, the tap, the dryer, the mirror, and when the viewer picks up the phone to scan the qr code.

"Catharsis Toilet"

"Venting" toilet is a private vent space, people can through the keyboard to type some words on behalf of the negative emotions and toilet emoticons can drop to the inside of the toilet into the photos in the mobile phone photo albums, again through the water tank on the flush button clearing out things, was thrown into the complete a psychological process of "discharge".

"Catharsis Tap"

"Unleashing the tap" is a special interactive device, when visitors click on H5 interface "tap" option, and mobile phones in a real sensor below the faucet, will find that the tap water sound, and "water" can only flow into mobile phone experience.

These ordinary but ordinary objects have their own meaning in the proper environment, the toilet is used by people to use the toilet; Faucets are used to wash hands; Cell phones are used to dry hands; Mirror is used to dress up, but the author makes the meaning of these items in the new circumstances have changed, as the viewer through the interaction with these items, we formed a new "field", item is no longer the meaning of itself, has a new meaning, meaning is no longer a certainty. We found a work of real significance is endless, this is actually a process of infinite loops, misreading of old have been overcome, new understanding also constantly emerging, it reveals the meaning of the new. Therefore, the phenomenon of misreading in digital art is also uncertain.

Summary

Based on a misreading theory as the breakthrough point, this paper tried to use a new way to interpret digital art, from the beginning of the development of the digital art to misreading theory development process of misreading theory used to explain the digital art works. The viewer just passively participate in one-way transmission form of art appreciation, and now the designer through the new digital technology, will spread before the viewer, the viewer involved, interact with the designer to communicate. The author and the viewer to form a kind of "symbiosis", the relationship between and we have to do is to strengthen the designers and the viewer interaction between information will no longer be restricted by the inherent graphics, but let the viewer through a misreading this way of reading to understand the designer, enable both sides to communicate. Through interaction, the viewer can timely feedback opinion and the suggestion, make designers will take viewers into consideration in the design of future feelings, and viewers will get through participation sense, stimulate creativity, and designers work together to finish work, so as to promote the development of contemporary digital art.
Acknowledgement

We are grateful for the grant sponsored by the Chinese Education Department (14YJCZH037), the National Social Science Foundation (15CXW024), and the Humanistic and Social Science Program operated by Liaoning Province (L13CWJ021).

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