

# AP<sup>®</sup> ART HISTORY

## 2013 SCORING GUIDELINES

### Question 8

**During the last 50 years, many artists have addressed the relationship between technology and how people experience the world. According to artist Nam June Paik, “Our life is half natural and half technological.” Paik has also commented, “Skin has become inadequate in interfacing with reality. Technology has become the body’s new membrane of existence.”**

**Select and clearly identify one work of art created after 1960 C.E. that addresses the relationship between technology and how people experience the world. Your selection may be a work in video, photography, or installation, as well as a work in any other medium. Making specific reference to both Paik’s words and your selected work, analyze how your example addresses the relationship between technology and how people experience the world. (10 minutes)**

### Background

This question asks students to select and clearly identify a work created since 1960 C.E. that addresses the relationship between technology and how people experience the world. To answer the question successfully, students must think critically about Paik’s words and how they relate to contemporary art. The intent of the question is to prompt students to analyze how statements made by an artist are visually expressed in work created during the same period.

Since 1960, artists across the globe have increasingly embraced new technologies as tools, materials, and subject matter. Nam June Paik, the Korean-born artist working in the United States who is quoted, was a pioneer in the promotion and use of electronic art, including video, audio, television, and other media. Paik’s work is specifically concerned with how television both records and shapes human experience in the 20th century, in particular *TV Buddha* (1974) and *Electronic Superhighway: Continental U.S.* (1995). In *TV Buddha*, an antique Buddha statue watches his videotaped image on the screen opposite, collapsing past and present and foregrounding the encounter between Eastern transcendentalism and western technology. *Electronic Superhighway: Continental U.S.* explores the relationship between technology and human experience through the literal lens of television sets. Paik transports viewers into the work through closed-circuit cameras, transforming them into participants as they watch themselves “interfacing” with his technologically driven work.

Tony Oursler has also explored the phenomenon of how technology “has become the body’s new membrane of existence” through work such as *Multiplexed* (2008), an enormous fiberglass sculpture of a cell phone that produces fragments of disjointed conversations; the sculpture includes an image of an index finger resting on the keypad and a changing screen. In *Multiplexed*, Oursler appears to comment on how technology has become the method by which people “touch” the world. Other good examples include Matthew Barney, Krzysztof Wodiczko, Adrian Piper, Bill Viola, Jenny Holzer, Bruce Nauman, and David Em. Artists active in earlier decades also addressed the relationship of technology and how people experience the world. In *Marilyn Diptych* (1962), Andy Warhol addressed the relationship between technology and how people experience the world by mass-producing a headshot of the iconic actress in a manner reflecting the replication and selling of a celebrity commodity in film and television. In *Untitled Film Stills* (1977–1980), Cindy Sherman commented on the cultural creation of contemporary female identity both in and by the cinema by posing in different roles and settings reminiscent of stereotypes seen in films. Howsoever the topic is approached by artists, it is clear that the changes wrought by technology on the landscape of human experience have become a profound subject for debate, inquiry, and exploration.

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## 2013 SCORING GUIDELINES

### Question 8 (continued)

#### Two Tasks for Students

1. Select and clearly identify one work of art created after 1960 C.E. that addresses the relationship between technology and how people experience the world.
2. Analyze how the selected work addresses the relationship between technology and how people experience the world, making specific reference to both Paik's words and the selected work.

#### Points to Remember

This is essentially a contextual question that addresses not only the relationship between technology and how people experience the world, but also the relationship between words and images.

To answer the question successfully, students will need to identify, at least in general terms, a relationship in the work of art between technology and how people experience the world. Students will need to show how the artist addresses this relationship as opposed to discussing how the artist uses technology to create the work.

Students do not have to discuss a work by Nam June Paik. Work by any artist in any medium is acceptable, provided the work addresses a relationship between technology and how people experience the world and was created after 1960 C.E. Students are prompted towards choosing a work executed in video, photography, or installation, but can also choose examples from architecture, film, or other media.

Students must engage with both Paik's words and the selected work, although the connection may be implicit. A response that fails to do both is not fully answering the question. The highest score a response can earn if it does not discuss both is 2 points.

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## 2013 SCORING GUIDELINES

### Question 8 (continued)

#### Scoring Criteria

##### 4 points

**Response demonstrates thorough knowledge and understanding of the question.**

The response clearly and correctly identifies a work of art created after 1960 C.E. that addresses the relationship between technology and how people experience the world. Making specific reference to both Paik’s words and the selected work, the response analyzes how the work addresses the relationship between technology and how people experience the world. The response may include minor errors that do not have a meaningful effect on the analysis.

##### 3 points

**Response demonstrates sufficient knowledge and understanding of the question.**

The response correctly identifies a work of art created after 1960 C.E. that addresses the relationship between technology and how people experience the world. Making specific reference to both Paik’s words and the selected work, the response analyzes how the work addresses the relationship between technology and how people experience the world. However, the response may be somewhat unbalanced—with a stronger analysis of either the selected work or Paik’s words, although both are represented. It may include minor errors that have some effect on the analysis.

##### 2 points

**Response demonstrates some knowledge and understanding of the question.**

The response identifies a work of art created after 1960 C.E. that addresses the relationship between technology and how people experience the world, though the identification may be implied rather than stated directly. Making reference to both Paik’s words and the selected work, the response discusses how the work addresses the relationship between technology and how people experience the world, but that discussion is less analytical than descriptive. It may be overly general, simplistic, or unbalanced. For example, the discussion of the selected work may be mostly accurate, whereas the discussion of Paik’s words includes errors that affect the response.

**OR**

The response discusses how the work addresses the relationship between technology and how people experience the world, but the response does not engage with Paik’s words in even a general way.

**NOTE:** This is the highest score a response can earn if it does not discuss both Paik’s words and the selected work.

##### 1 point

**Response demonstrates little knowledge and understanding of the question.**

The response demonstrates some general familiarity with the issues raised by the question. However, the response is weak, overly descriptive, and/or contains significant errors. If the response identifies an appropriate work, then there is no other discussion of merit.

##### 0 points

**Response demonstrates no discernible knowledge or understanding of the question.**

The student attempts to respond, but the response makes only incorrect or irrelevant statements. The score of 0 points includes crossed-out words, personal notes, and drawings.

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Note: There are no images provided for Question 8.

8A,

8. During the last 50 years, many artists have addressed the relationship between technology and how people experience the world. According to artist Nam June Paik, "Our life is half natural and half technological." Paik has also commented, "Skin has become inadequate in interfacing with reality. Technology has become the body's new membrane of existence."

Select and clearly identify one work of art created after 1960 C.E. that addresses the relationship between technology and how people experience the world. Your selection may be a work in video, photography, or installation, as well as a work in any other medium. Making specific reference to both Paik's words and your selected work, analyze how your example addresses the relationship between technology and how people experience the world. (10 minutes)

TV Buddha by Nam June Paik himself was made in 1990 CE. This a multimedia display on a Buddha sculpture looking at himself in a TV because of a camera that records him. In this artwork Buddha is shown reflecting on himself. This self-reflection is typical of the Buddhist religion. This artwork suggests that people find themselves and define who they are through technology. Technology is the "body's new membrane" because it is what we look too in order to discover. Previously Buddha ~~and~~ and his followers would ~~look~~ self-reflect and find enlightenment through meditation but now that life has become "half technological" Buddha is shown finding meditation through TV. This advances the idea that technology has become the primary factor that helps people grow and experience the

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8A

world. We no longer interact with others in order to discover who we are because "skin has become inadequate," but instead we use technology "in interfacing with reality."

GO ON TO THE NEXT PAGE.

Note: There are no images provided for Question 8.

8. During the last 50 years, many artists have addressed the relationship between technology and how people experience the world. According to artist Nam June Paik, "Our life is half natural and half technological." Paik has also commented, "Skin has become inadequate in interfacing with reality. Technology has become the body's new membrane of existence."

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Technology compels how society interacts with and understands each other. ~~It is~~ Although technology has been beneficial to society, many artists are displaying artworks that reveal the negative consequences of technology. ~~Christo and Jean Claude's installation of The Islands reveals the harmonies of nature~~ Andy Warhol's Campbell Soup Cans reveal the effects of commercial society. The mass public is constantly exposed to commercialism and <sup>these commercial</sup> products pervade everyday life. Warhol's work, a repetition of Campbell's Soup Cans, displays the immediacy and presence of commercial life. Of course, this has been made possible by ~~technology~~ our lives becoming "half natural and half technological." Rather than a single ~~of~~ image of a can, Warhol has repeated it multiple times. Technology has allowed for mass production and thus the proliferation of contact and innovation. These technologies have become so imbedded in ~~our~~ society that Warhol has augmented them to the status of art.

Note: There are no images provided for Question 8.

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In Cindy Sherman's series of photographs in which she fills the subject to challenge traditional views of women, photography is used to portray reality for ~~to~~ many women in the modern age. Through Sherman's photography, she is able to provide views from the "male gaze" and use technology to show how men may inadvertently view women because of cultural tendencies. By posing in a variety of lifestyles and predicaments in which women reside, Sherman shows the experiences of women through her photography in an effort to help all understand the drive for feminism. By ingraining Sherman's images of powerful, destitute, or even relateable women into the minds of viewers, photography is used to its highest extent to show how women are affected by the stereotypes of an unfeeling society.

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**2013 SCORING COMMENTARY**

**Question 8**

**Overview**

This 10-minute text-based question required students to select and clearly identify one work of art created after 1960 C.E. that addresses the relationship between technology and how people experience the world. Students then needed to relate the chosen work to two brief quotations by video artist Nam June Paik. To answer the question successfully, students were required to think critically about Paik’s words and how they relate to contemporary art. The intent of this question was to prompt students to analyze how statements made by an artist are visually expressed in work created during the same period.

**Sample: 8A**

**Score: 4**

The response correctly identifies *TV Buddha* by Nam June Paik as a work created after 1960 C.E. that addresses the relationship between technology and how people experience the world. (The response makes a minor error in dating *TV Buddha* to 1990 C.E., but this has no affect on the score.) The response uses specific evidence from both the work of art and Paik’s words. The response states “In this artwork Buddha is shown reflecting on himself. This self-reflection is typical of the Buddhist religion.” The response offers an interpretation of the work by saying, “This artwork suggests that people find themselves and define who they are through technology.” The response then relates this idea to Paik’s words, saying “Technology is the ‘body’s new membrane’ because it is what we look too [*sic*] in order to discover.” The response also states, “now that life has become ‘half technological’ Buddha is shown finding meditation through TV.” The response returns to Paik’s words saying, “We no longer interact with others in order to discover who we are because ‘skin has become inadequate,’ but instead we use technology ‘in interfacing with reality.’” In this way, the response demonstrates thorough knowledge and understanding of the question.

**Sample: 8B**

**Score: 3**

The response identifies “Andy Warhol’s Campbell Soup Cans” as a work created after 1960 C.E. that addresses the relationship between technology and how people experience the world. (The identification of the Soup Cans as a single work rather than a series of works is a minor error that does not affect the score.) The response states that “Andy Warhol’s Soup Cans reveals the effects of commercial society.” The response provides context for Warhol’s work by stating, “The mass public is constantly exposed to commercialism and these commercial products pervade everyday life.” The response also states, “Warhol’s work, a repetition of Campbells Soup Cans, displays the immediacy and presence of commercial life.” The response refers to Paik’s words by stating, “this has been made possible by our lives becoming ‘half natural and half technological.’” The response connects Warhol’s repetition of the Soup Can image to technology by stating, “Technology has allowed for mass production and thus the proliferation of contact and innovation.” The response concludes by stating, “These technologies have become so embedded in society that Warhol has augmented them to the status of art”. The response is slightly unbalanced by having a stronger analysis of Andy Warhol’s work than of Paik’s words, but both are represented. In this way, the response demonstrates sufficient knowledge and understanding of the question.



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**2013 SCORING COMMENTARY**

**Question 8 (continued)**

**Sample: 8C**

**Score: 2**

The response identifies Cindy Sherman and her “series of photographs” (*Untitled Film Stills*) as a work created after 1960 C.E. that addresses the relationship between technology and how people experience the world. The response then describes Sherman’s work by stating that the artist intends to “challenge traditional views of women”: “Through Sherman’s photography, she is able to provide views from the ‘male gaze’ and use technology to show how men may inadvertently view women because of cultural tendencies.” The response states, “By posing in a variety of lifestyles and predicaments in which women reside, Sherman shows the experience of women.” The response points out that the artist uses photography to “show how women are affected by stereotypes of an unfeeling society.” Through this discussion, the response aptly describes Sherman’s work. However, the identification of the work is implied rather than stated directly, and the visual analysis is fairly general. The response also does not engage with Paik’s words even in general terms. In this way, the response demonstrates some knowledge and understanding of the question.