**Integration of Art and Visual Approaches into Educational Systems of Technical Based Universities**

**Chapter One: Interaction Between New and „Old“ Media in our Media-Saturated Society**

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The purpose of my presentation is to introduce the first chapter of my dissertation thesis. I am focused on research of possibilities of the integration of fine art and visual art into the educational systems of technically oriented studies at the university level.

I would like to analyze and suggest the best strategies based on my research which could help to promote the art education in order to stimulate creative thinking, looking for unconventional solution, to broaden the cultural awareness. My aim is to explore nowadays system of technical -based education and offer the ways of it through visual and art subjects.

I would like to research the influence of art approaches and visual processes in work of students, which I had chance to study.

This generation of students brought up in media-saturated society, educated in information technologies, living in digital era. This experience in conjunction with technical education can be very fruitful. Students with such an education would be well prepared for the era of digital age, where borders between dsciplins are disappearing.

First chapter is focused on situation in contemporary society from the perspective of dynamic progress of new digital media. What is new media and its place in art, history and technology? Interaction between these areas – influences, disproportions, negations, etc. New media theory by Marshall McLuhan, Vilém Flusser and Manuel Castells. “Medium is the message.” Problematics of relations between the producer and the consumer in contemporary digital world.

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MCLUHAN, Marshall, FIORE, Quentin. The Medium is the Massage. 1st edition. Harmondsworth, Middlesex: Penguin Books, 1967. 159 s.

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