Abstract

As the article aims to analyze the relationship between esthetics and information and communication technologies (ICT), it begins with an overview of each of these concepts and of those aspects in which they may converge, in order to discuss its place in contemporary culture and their effects in human beings in particular and in societies in general. The methodology focused on personal constructions, ideas and direct experiences related to the use and interaction with these technologies. The study was not as interested on the theoretical constructions of these experiences as much as in the ordinary perceptions expressed through informal but structured conversations, representations and attitudes towards everyday use of technologies as computers, internet, mobile phones and television. Findings show that representations built in relation to these technologies are strongly influenced by esthetical concepts; however, the awareness of these processes of appropriation and construction is not as evident. In addition, it is noted that the emotional logics predominate over those of a rational nature, a fact that is well known by the advertisement and mass media communications industries.

Keywords

Aesthetic, attitudes, representations, technology, information, communication.