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Technology as an Intervention Platform in the dissemination of artistic work in the 21st century

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Abstract

This paper examines ways through which artistic works such as music, drama, spoken word and other related creative arts can be disseminated via technology. In the main, the paper focuses on the role of technology in the process of disseminating arts aimed and reaching larger audiences. Most budding and upcoming artists suffer a major blow when it comes to disseminating their artistic items. Most artists lack the knowledge on the available technology that they can exploit in making their work known. This has been a challenge not only to upcoming artists but also the more experienced artists in securing valuable platforms that can possibly sell their artistic ideas. Though a number of countries such as Kenya's music copyright board, artists still remain greatly challenged when it comes to the process of disseminating their products. Challenges of inadequate funds, insufficient equipment, lack of platforms, theft of artistic works, oppression by the available and thriving artists and firms among other factors have made it difficult to effectively achieve the process of disseminating artistic works. Apart from the problem of production, spreading various forms of creative art has proved a major challenge. As such, the paper seeks to examine how such artists can use the available technology to disseminate their artistic work.

Key words

Art, Dissemination, Technology, audience, knowledge

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