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Emotion and Memory as Explanation for Intertextual Art

The current work presents a theoretical proposal regarding the understanding of intertextual art through emotion and memory. The basis of this is the neuroesthetic field of study.

Our paper unites the following two disciplines: neuroscience and communication. The aim of the current paper was to provide a neuroesthetic explanation for the links between art and emotion.

Intertextuality is a key tool for gaining access to neuroesthetic knowledge. We take as our starting point the idea that memory is basic for the research of intertextual art. Often, individuals prefer recognizing (*recognoscere*) to knowing (*cognoscere*). Intertextuality is found in many fields, including art, which is a critical field for intertextuality. Pleasure is often experienced when an individual recognizes something or someone in a picture or when a character in a movie says a phrase or uses an expression that elicits concrete memories. A strange feeling of recognition may be experienced, causing the individual to think ‘aha, I know where this comes from’.

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