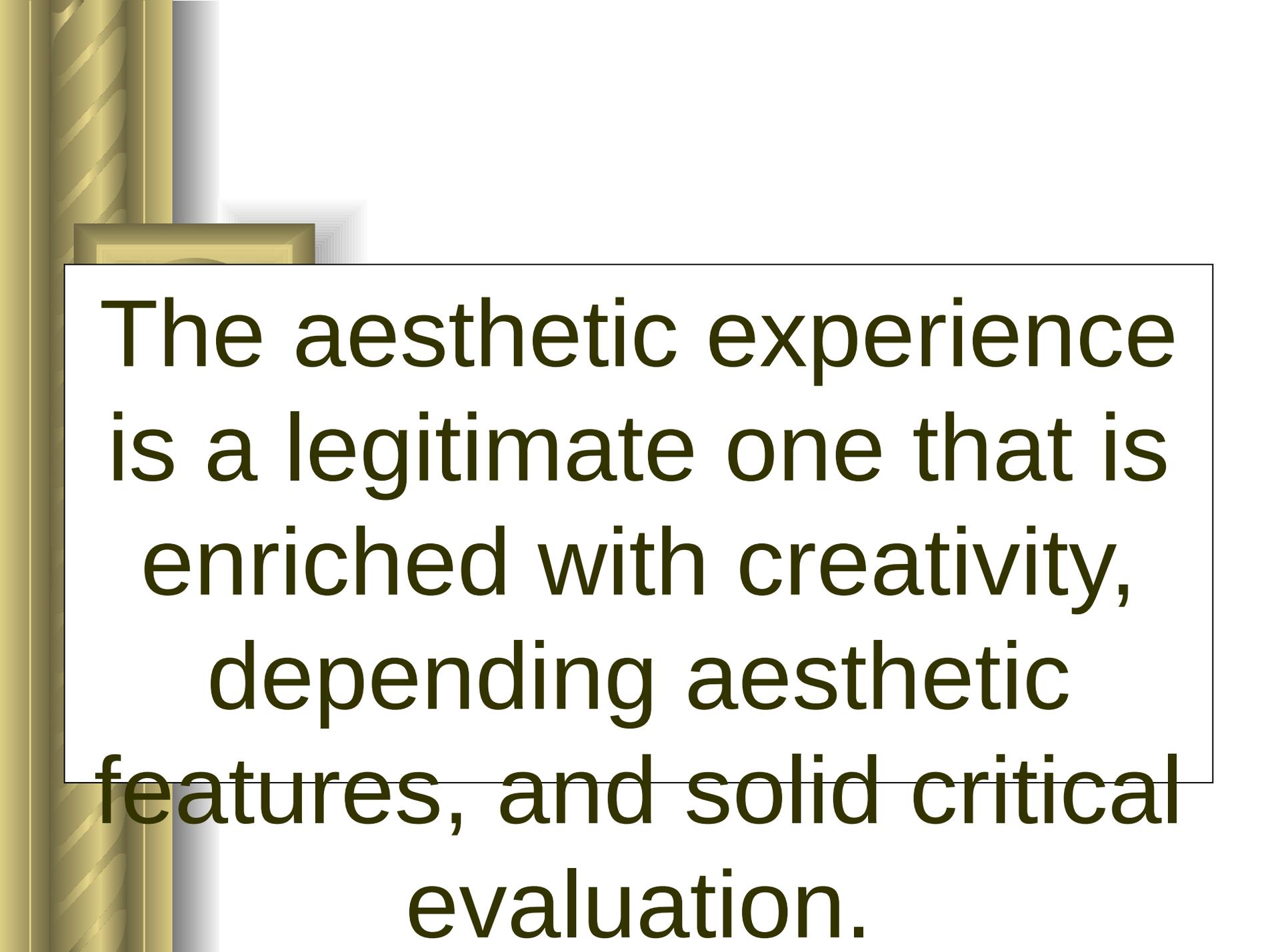


CHAPTER FOUR

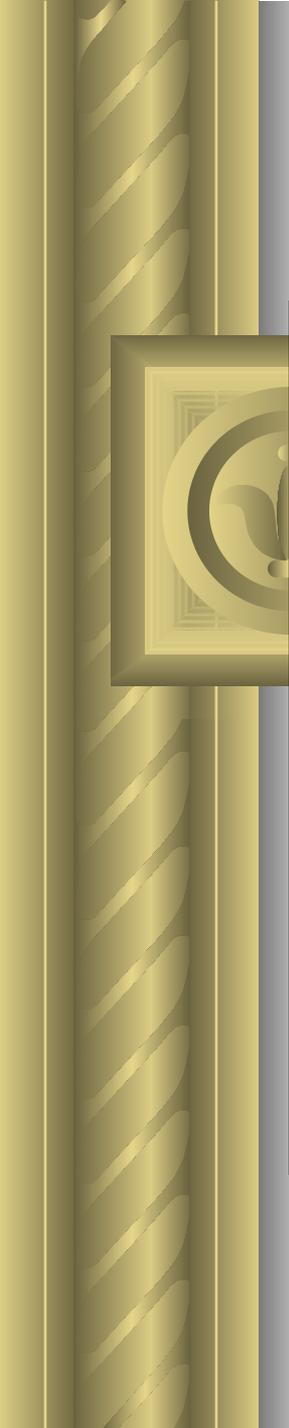
The relation between an aesthetic and religious experience seems to hinge on the nature of the willing suspension of disbelief.



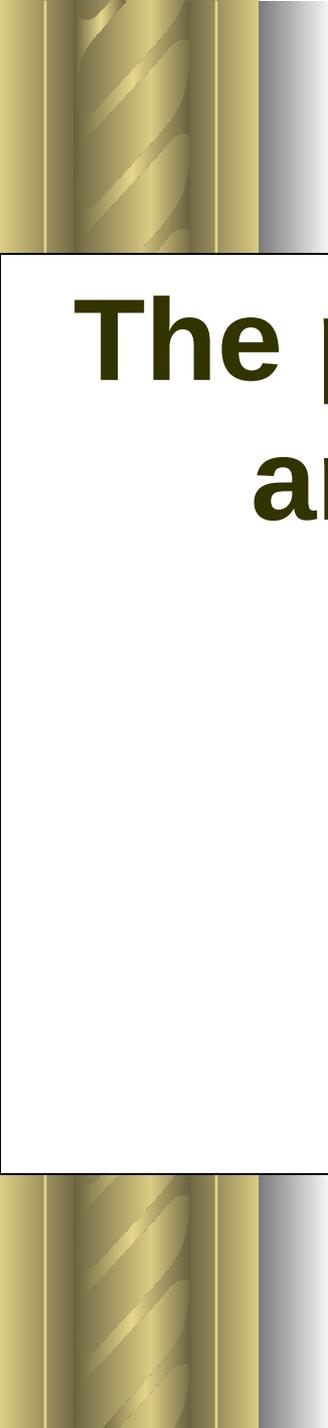
The aesthetic experience is a legitimate one that is enriched with creativity, depending aesthetic features, and solid critical evaluation.

Most people use the term art to refer to high culture or the traditional fine arts – sculpture, drama, poetry, opera, etc.

**High and popular art have
much in common as social
practices.**



The idea of high culture as a path to salvation is thoroughly humanistic.

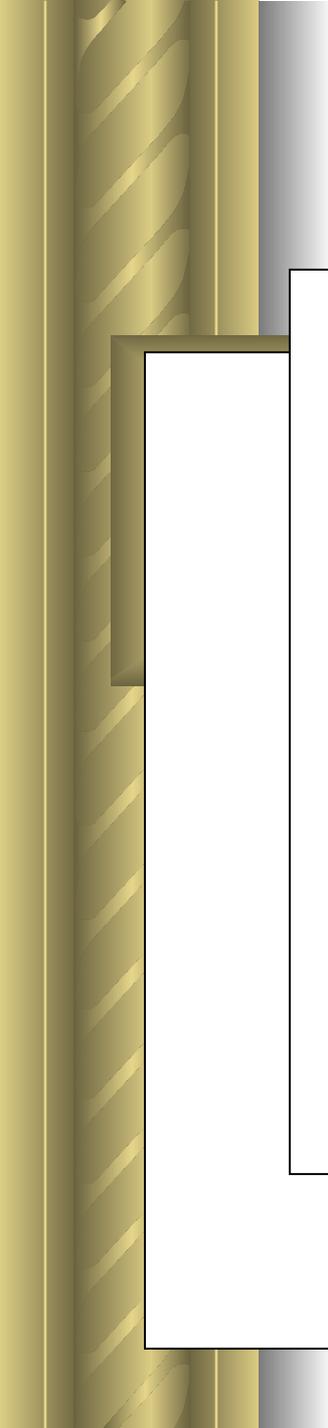


**The popular arts assumed roles
and functions historically
associated with art.**

A religious experience
is one that deepens
our awareness of
God's presence in the
world and the ways
that humans bear

High art was once
considered to be
distinguished by a unique
and single purpose –
aesthetic contemplation.

While the high arts increasingly grew out of touch with most people, the popular arts assumed roles and functions historically associated with arts by providing different but equally important artistic experiences for people.



CHAPTER FIVE

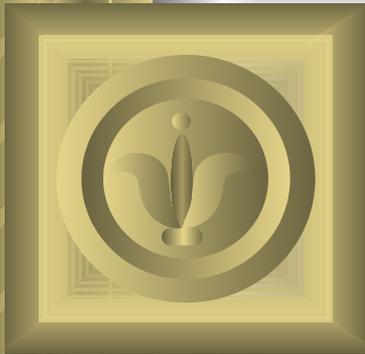


The arts acquire their status in a society by the way they function and are used, and in terms of the social institutions within which works are produced, distributed, and consumed.

**Understanding the
roles contemporary
popular art plays in
our lives, culture,
and society is
central to the
development of a
critical approach.**

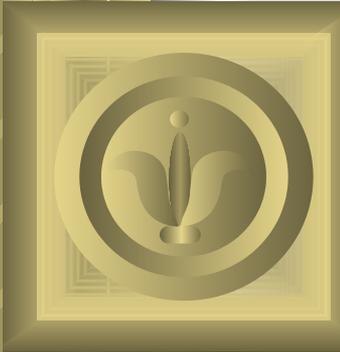


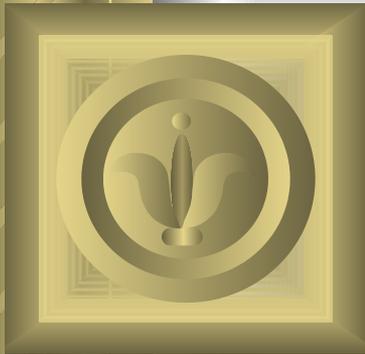
**To secure common
ground among
audience members,
producers tend to
seek a lowest
common
denominator in
productions.**



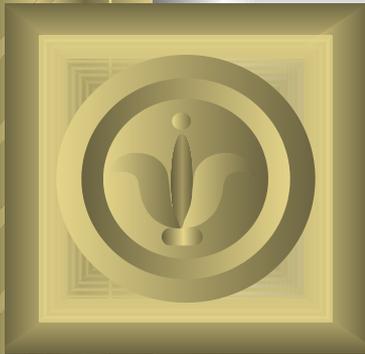
Popular artists will often deal with nearly universal emotions to communicate easily with a broad audience.

There is a relationship
between life
perspective and the
degree to which
someone finds
satisfaction with a
particular artwork.





The popularity of a given cultural element is directly proportional to the degree to which that element is reflective of audience beliefs and values.



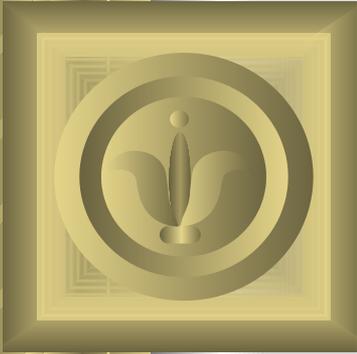
**The popular arts
do not introduce
new beliefs but
reinforce already
existing beliefs.**

Marginalizing specific perspectives in order to reach broad audiences also limits the popular arts as a marketplace for ideas and distorts the media as a mirror of society.

Mass art can give
an undifferentiated
audience exposure
to material that
some believe
should be restricted
to more mature
audiences.



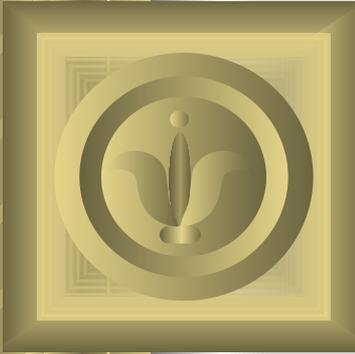
Mapping reality refers to the way people make sense of life and the world in which they live. It is the shaping and transmitting of meanings.



**Popular arts
mediate between
both culture and
life, and cultural
concepts and
social /
environmental
realities.**



The popular arts are a vital means of cultural communication, and they transform the real world into an imaginary one by representing experience along the lines and contours of a cultural landscape.



In the process of mapping reality, people embrace, develop, and contest ideas and beliefs about human nature, behavior, and society.



**Collective memory
presumes actives of
sharing, discussion,
negotiation, and
contestation
because it is
determined by the
group.**

**Focusing on the
vision of the
artwork heightens
our awareness of
the existence of
that vision and how
the artist presents it
to audience.**

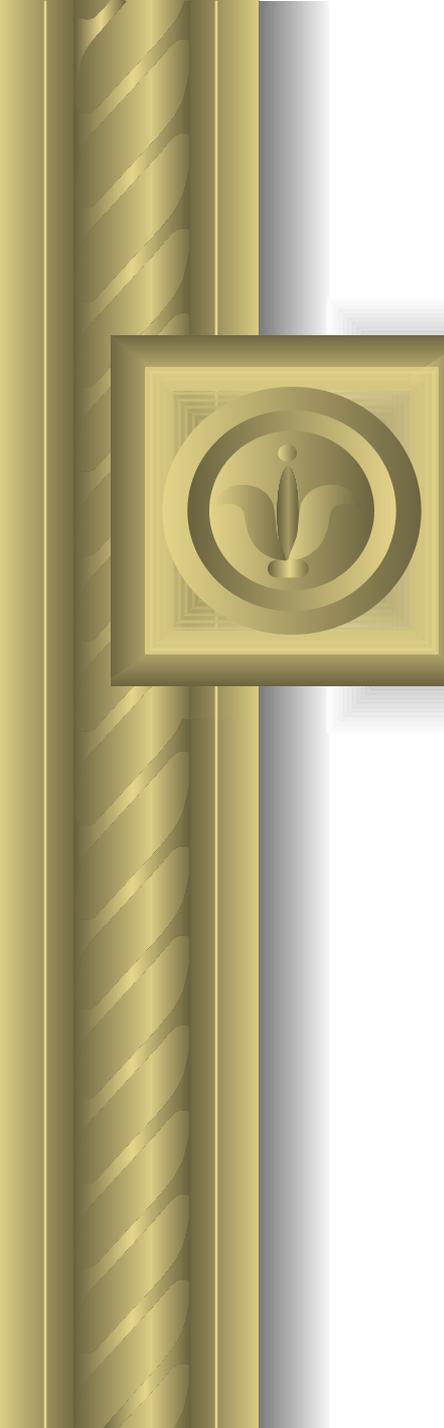




**The entertaining
quality of
popular
artworks coexist
with their
potential to
enlighten.**



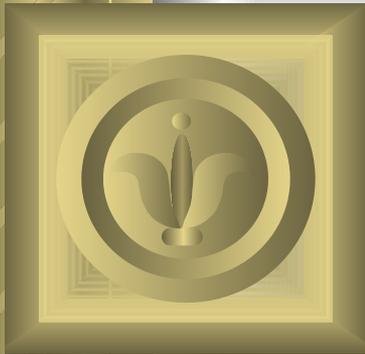
**The most
successful
popular artworks
connect with
people first at a
very visceral and
immediate level.**



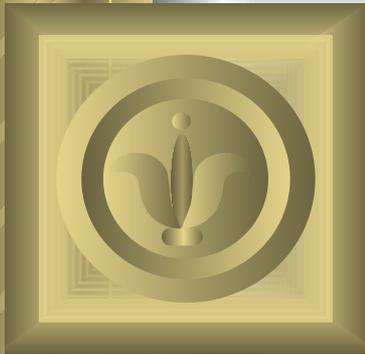
Contemporary popular art is distinguished by

- 1. Mass technology,**
- 2. Scale of distribution,**
- 3. Audience demographics, and**
- 4.**

A consumer commercial base



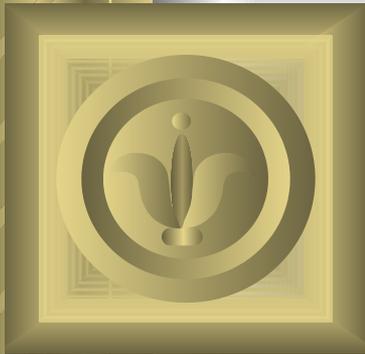
**The term popular
art better
represents the
purpose of the
artwork rather
than the term
entertainment.**



The four important roles for popular arts as maps of reality are: 1. Communicating culture, 2. Playing the role of social and cultural critic, 3. Providing social unity, and 4. Contributing to our collective memory



An artistic vision usually does not appear in an artwork in the form of direct statements, but cultural ideas, beliefs, values, attitudes, and assumptions inform the story, characterization, themes, images, and artistic style.



**The entertaining
quality of
popular artworks
coexist with their
potential to
enlighten.**