

# Debating Art

— Art is not just sculptures, painting, music etc. it also includes cinema, music, rap music, Kardashians.

↳ Not low impact.

What do people get from engaging with art?

① Aesthetic value

— able to appreciate technical, artistic skill

② Cognitive value

— obtained by understanding the message

③ Experimental value.

— emotions the art can invoke, and the artist is making that decision that enable them to control your emotional response

Ex:- Major, Minor chords

These values come on a package so even if you want to consume art for one particular value, you may or may not get the other two values.

Why do we care about making art more accessible?

- Driving social change. (through cognitive value).
- Art is a status signaler - facilitates social interactions. In social circles you can make friends over movies.
- Unique emotional experience.
  - ↓
    - Point its intuitive but actually important
    - small emotional experiences made up your mood often.
    - Art gives those small emotional experiences. Its all about money because money makes people feel happy.



## Role of art in forming social narrative

- Individual emotional response.
  - Relate. Proximity.
    - Easy to break apathy barrier.
    - Visual stimulus  $\rightarrow$  more resonance
    - makes issue feel more proximate.
- Contextualisation:
  - ① - Art has a big role in believing what is true.
    - You have not seen much about Mexico and you don't watch news. Only actual idea is from films involving Mexico.
    - Way the art is portrayed is same
  - American firms add blue filter when they show Russia to show sad and depressing.
  - White people playing black characters like Noah and people believe that it is true-

## ② What we believe is important -

- Events portrayed in media again and again are inherently considered important perception of importance changes.  
Ex:- portraying historical attractions again and again makes them look important.

## WHAT KIND OF MESSAGES get represented in art -

- Art is a reflection of social power structures. Art is limited to certain limited group of people. The narrative that we use to see the world is decided by artists.

Factors influencing art

① Artist :- you need to have a level of privilege to access education/connection etc -

Art is limited to certain people who are gatekeepers, gallery owners, museum owners, producers and publishers. Need certain resources to be these. Therefore they are likely to be privileged and have bias. Only privileged people get to do these things.

② Profit incentive :- Even if individuals are not prejudiced they have to appeal to majority.

There might be ways for different kinds of arts to be accessible to minorities

### (1) Indie alt awards. outside of mainstream

- people for these awards look out for people outside the box. Once you get these awards you get a pass
  - people are more willing to consume your art.
  - publishers think you are a safer bet. what do publishers think?
- Risk assessment. Backlashes and lack of demand are threats.
- critics want to talk about your alt.

These are the mechanisms by which minority art becomes popular

### (2) Art democratization

Music like "soundcloud" & "youtube". Even if the message you are sending through your music is hard to get through the mainstream. Because your music is good or some people resonate with your message, they are able to gain traction.

This is a way in which art is made free and gains traction

③

Trend of appreciation of minority

also -

2 mechanisms

① Social movements make people more conscious

② Empathy towards minorities in places

③ Even if they don't really care about minorities, virtue signal. They buy things and make minorities better off

② Rich people like exoticism. When they want to buy rare, strange things it creates a market for minority culture

④

Cultural Appropriation

People from privileged groups often like art/music coming from minorities. They are appropriated.

White people starting to rap allowed for a way for black artists to become more popular



What makes art relatable?

- emotional response after seeing a situation similar to you! + lots empathy.

Does art reflect the artist?

Why art reflects the viewpoint of the artist? why is it unlikely to separate the art from art?

① Art is an experiential message.  
but is presented to you in a charged way  
in addition to the underlying message.  
A lot of technique that artists use to  
make you feel in a particular way about  
an art

When consuming the art you are  
not just consuming it in a dispassionate  
way which you can rationally understand  
rather you are also unknowingly consuming  
the emotional associations the artist wants  
you to have

② Elements of art often go unnoticed.  
Primary message focussed on in a book or  
movie. A lot of things are contextual which  
you do not question too much. Not  
necessarily your sensitivity. Those background things  
present will affect your perception. The  
expectations are defined.

These background characteristics are not  
focussed even by the artist. No one questions

All these background characteristics are assumed to be objective and hence reasonable. All background characteristics portray give some message.

Cho Chang → not accurate - Asian  
no character - No one questions -  
awful level of representation for asian  
characters - The perception is only from  
that small character media.

## HOW DOES CONSUMPTION OF ART EMPOWER THE ARTIST

① Monetarily, status - More capability to influence people - for example JK Rowling who says terrible things on Twitter

② The way we think about artists often overlooks the severity of the actions (~~or~~) bad things that they did.

For:- JK Rowling is an artist who did a very bad thing but her films of art are so good that we will keep consuming it. The claim here is that although the actions done by the artists are bad they are not that bad for me to that they cannot be weighed up against the movie of joy. We undervalue the severity of those immoral actions.

# IS HOW DOES ART DISEPARATE FROM ARTIST?

— claim that art and the message is not just controlled by the intent of the artist rather when we consume art, we do it in a general climate of social interpretation

We know what society thinks about it and therefore we know what society expects us to think about it.

We are more disposed to have cynical views. Possible to interpret in a way different than what author intended, and reinterpret them in a certain way.

## Representation in debt - and why it matters?

What we see in media is often the representation of the world as it is and what it ought to be like:

(1) Representation dictates what paths through life are viable.

(i) Even if you need to know what your options are. To know that you have a particular option, you need to know that people like you have taken that option previously. You would simply not know about an option if it is never presented to you.

→ (ii) Often taking a particular path involves some degree of risk. Therefore, you need to talk normalized yourself that you are going to overcome that risk to be successful. Hence, representation provides ~~a~~ a reassurance that you are not the only person as you.

Even if the world is fictional, it is still an argument because this reasoning takes place on a subconscious level.

② Representation forms expectations of how we should act.

- We simply do not interact with the many people as compared to what we see in the media. "My idea of what London is like comes only from Harry Potter and what city life is in Manhattan is life comes from FRIENDS and what legal system in New York is like comes only from SVU. Lots how we learn to act comes from traditional media."

For Ex:- as a child you see that male protagonist are far more common than the female ones.

There is some degree of stereotyping as to what it means to be LGBTQ. LGBTQ people internalize this and they question themselves as to what extent are they a gay person if they don't fit into a norm. They will also be questioned by others.

## PART 3: Media + Media

### (B) Poor standards of representation normalised social failures.

- If the way the world view is made from media and that media under-represents certain groups then it is less likely to acknowledge this problem when the world doesn't live up to that standard
  - Not seeing female CEO's makes me more likely to accept this in real world.
  - You often see backlash against when the characters are not cast according to your representation. Ex:- Ghost buster crew women
  - Influence our understanding of the past. Stone wall protests
- Actually done by white black gay male Film made had a white gay male protest protagonist.

(V) SVA