

Art 1

Name _____

Modern to Contemporary Art

Due Date _____

You earned _____ out of 25 possible points.

Methodology Matrix 4

Using Marxism as a Method

Read the article "When Pop Turned the Art World Upside Down" as well as the explanation of Marxist theory as it relates to art at anarthistoricalimpression.blogspot.com/2012/12/a-quick-discussion-on-marxism-and-art.html .

Marxism is the ideological and socioeconomic theory developed by Karl Marx and Freidrich Engel including the belief that the struggle between social classes is a major force in history and that there should eventually be a society in which there are no classes. The fundamental ideology of communism, it holds that all people are entitled to enjoy the fruits of their labour but are prevented from doing so in a capitalist economic system, which divides society into two classes: non-owning workers and non-working owners. Marx called the resulting situation "alienation," and he said that when the workers repossessed the fruits of their labour, alienation would be overcome and class divisions would cease. The Marxist theory of history posits class struggle as history's driving force, and sees capitalism as the most recent and most critical historical stage because at this stage the proletariat will at last arise united.

According to the author, why did Pop Art shock the art world? What was Pop Art a response to?



As a sign, what value does the idea of originality offer to an artwork? In other words, why does a work have to be original to qualify as art? In a "culture glutted with images," is originality not only impossible but beside the point?

In what ways do Pop works attack Greenbergian formalism and Ab Ex ideals?

Why was Lichtenstein called "one of the worst artists in America" after his first gallery show? Why did critic Arthur Danto call Andy Warhol "the nearest thing to a philosophical genius the history of art has produced?"

How did Pop Art make art a part of popular culture? Why is this ironic?

The author describes Pop Art as "populist," or appealing to the masses. Using a Marxist approach, choose a Pop artwork and explain how its popular appeal or imagery can be seen as a critique of capitalism and consumer society.

Define Postmodernism. (Hint: use a dictionary and/ or browse the lecture presentations) Why does the author of this article describe Pop Art as the first Postmodern movement?
