

# Art Impact on Society Act

## Abstract

Here, I presented my view about the relation of art and society and how they impacted by each other.

Art plays a very important role in our society. Most individuals enjoy art of some form, whether it is a painting, an opera, or a carefully crafted statue. Reactions to art also vary from person to person. People may argue over whether a piece of art is inherently good or bad, beautiful or ugly. It is a common assumption that art is subjective. People judge art based on their own definition of beauty. This gives the art a certain aesthetic value to the viewer. Art impacts individuals in numerous ways, and so doing directly impacts society. I think art is at the center of society and shapes how we live, see, think and interpret the world.

**Keywords:** Art, Society, Transformation, Significant, Relationship, assumption, Interaction, Reaction, Culture, Changes, Vary, Argues, Improvement, Impact, and Judgement.

## Introduction

Society has changed significantly, and in parallel its relationship with art has transformed as well. The art institution has undergone significant changes in the past several decades. These changes are the result of the transformation in society as well as in Art; this relationship transformation is analyzing the position of art institution that exists within societies and countries around the world.

The public interaction with the artistic world in the art institution is of crucial importance. After all, whether a work of art is going to survive or not depends a great deal on its public acceptance.

The art and artist's expression has elevated itself from aesthetic human activity to more intellectual and actively socially involved one. The artists view their role as a socially active one, as members of society who openly and sometimes provocatively challenge the accepted ideas and social values. They are ready to tackle the ethical and social taboos, attitudes and widely accepted beliefs. This inevitably is resulted from the fact that the contemporary art work is not created from the void. Rather the conditions within our society shape the ideas of artistic activity. The artwork becomes as a result, a part of a dialogue that comprises the culture in our society.

Art serves a variety of purposes in society; both positive and negative. The contribution of art to society can be evaluated through pragmatic philosophy.

Art can bring awareness to people. It is a powerful means of presenting truths about humankind that cannot be expressed any other way. Art connects people in a society by presenting an idea that everyone can relate to in a universal way. The awareness that comes from art will only lead to a better society if the people take action based on the ideas they discover in art.

Art has the possibility of making society better, but there are several steps involved. First, the art must reach the public. Then the people must appreciate the value of the art. The last step involves people changing their behavior to improve the society.

The initial action of making art available to the public is necessary for the art to have any impact on society, but it is not necessary in classifying the piece as art. John Dewey was an advocate for bringing art to the common people. His pragmatic approach has some value because art will not change society until the people can experience the art. One problem with the theory is that art may have value aside from promoting positive social changes. A wonderful novel may be burnt before it could ever reach the public, but the novel still is a piece of art. Though possible impact is never realized, and it is a loss to society.

The second step towards changing the society involves the reader, viewer, or listener. The reaction to Art should involve a new appreciation for the human experience. Art may depict positive aspects of life such as love, beauty, honour, and devotion. The negative human



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conditions like fear, hatred, and injustice may be just as meaningful in art. It denotes that a viewer will have a strong emotional response to Art because the ideas expressed are universal in nature. This is similar to Plato's theory of forms. The forms were universally understood ideas. The ideas are also deep and require the viewer to consider the art carefully. The concepts of isolation that expressed in Edward Hopper's Night Hawks can be understood by people from other cultures and other time period. Isolation is a part of the human experience, and all people can understand this idea from the painting.

When the artist makes a painting with the aim of social awareness like "Contemporary Women Conditions in the present Era" then his first step would be to reach the maximum critics or viewers through the exhibition and other ways.

The second step is that the viewer should understand the aim of the painting and must appreciate the values of that art and painting.

And the final step is that the viewer should take the action according to the ideas which they find in that printing and which true changes behavior improve the society.

Society will only improve when the public is so moved by art that they take action. Some times the change

may be noticeable on a large scale, but often it is much localized. Van Gogh's painting of sunflowers might improve society by causing people to appreciate the small and natural beauty that surrounds them. In contrast, Harriet Beecher Stowe's Uncle Tom's Cabin helped a stronger and more recognizable change.

Art also involves a connection between the viewer and society. Art can encourage understanding or expose misunderstanding. These are parts of the human experience that relate the individual to society of new awareness benefit to both the society and the individual. The individual gains better understanding about his or her place in society and about the society as a whole. The society will profit if the individual puts this new understanding into practice.

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