ART IN THE AGE OF MASS MEDIA

Revised edition

JOHN A. WALKER





CONTENTS

Acknowledgements vii

INTRODUCTION 1

1. CORE TERMS/CONCEPTS 6

The Fine Arts 6
The Mass Media and Mass Culture 9

2. ART USES MASS CULTURE 15

Courbet, Van Gogh and Popular Imagery 15
Pop Art Translates Mass Culture 22
American Pop 31
Formalism in Pop Art 35
The Politics of Pop 38
Transubstantiation 45
Indirect Influences of the Mass Media 48

3. THE MASS MEDIA USE ART 51

Art as Subject-matter 51
Image of the Artist in Advertisements 51
Art as a Source of Styles and Formal Innovations 54
Art as Subject-matter in the Cinema 58
Artists as a Pool of Skilled Labour 61

- 4. MECHANICAL REPRODUCTION AND THE FINE ARTS 71
- **5. HIGH CULTURE: AFFIRMATIVE OR NEGATIVE?** 82
- **6. CULTURAL PLURALISM AND POST-MODERNISM** 87

Reporting the Zeitgeist 93
The Politics of Pluralism 94

7. ALTERNATIVES 98

John Heartfield and Photo-montage 100 Community Art/Murals 107 Political Art in the Galleries 112

8. ART AND MASS MEDIA IN THE 1980s 119

Cross-overs and Mass Avant-gardism 119
Simulacra 122
Art, Advertising and Billboards 125
Appropriationists 134
Plagiarists 141
Koons, the Master of Kitsch and Business Art 142

9. ARTISTS AND NEW MEDIA TECHNOLOGIES 148

Photography 148 Photocopiers 151 Video 154 Computers 156

10. WAR, THE MEDIA AND ART IN THE 1990s 162

11. CONCLUSION 167

Notes and References 170

Bibliography 178

Index 191