

Study the philosophy of the direction of mass culture "pop art"

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Summary:

Mass art is an artistic phenomenon and a creative approach that emerged to formulate the relationship between existence and awareness and is based on objective truth and social and aesthetic value, to visualize all aspects of life as a social reality. Existential philosophy is one of the leading philosophical movements in the twentieth century, which bases its basic ideas on individualism, free will and personal responsibility. It takes man as its subject, not only through thinking, but through action and feeling, that is, it is linked to man as a living being. Philosophy has been linked to art through human nature through external and internal influences that affected his personality. Or, more precisely, it evolves from one era to another. Research problem: Despite the serious attempts of many artists to advance the fields of this artistic trend through time in general and contemporary in particular, it did not serve all artistic aspects positively. research aims: Access to an accurate philosophical interpretation of the concept of public art (POP art). Knowing the nature of existential philosophy and its relationship to this concept. List the criteria that represent the philosophy of this artistic direction throughout history to reformulate them with a contemporary vision. research importance: The importance of the research stems from the development of intellectual and expressive pillars of public art to benefit from them to express a contemporary vision that serves society positively. Research hypotheses: The existence of a philosophy and criteria for popular art "pop art" can be deduced from the research. search limits: • Spatial boundaries: the most prominent features of mass art in the world as a whole. • Time limits: the period from 1955 to 2019. Research Methods: The study is based on: The descriptive-analytical approach: by describing and analyzing some selected models of artworks related to mass art, to reach an artistic standard specific to this artistic direction. The inductive approach: by tracing the philosophy of mass art throughout history for the possibility of limiting its criteria. key words: Study philosophy, mass culture, popart Introduction: Philosophy is a word of Greek origin that consists of two syllables: Philo (meaning love) and Sophia (meaning wisdom); Therefore, the word philosophia linguistically means: the love of wisdom, and the word philosopher means (the lover of wisdom). Mass art is an artistic phenomenon and a creative approach that began in the period following the Second World War, to formulate the integrated relationship between existence and awareness and the urgent need to study and analyze social reality, and is based on objective truth and social and aesthetic value, to visualize all aspects of life as a tangible social reality and the study of life with all its requirements, and subjection These demands for social solutions. The philosophy of pop art has received great interest in the West and the East, and especially in the West, as this mass culture means all the details of contemporary life. Existential philosophy is one of the most important philosophical doctrines

because it has a close relationship with the arts, especially public art (POP art), because of its dramatic view of existence and its extensive use of images in its discussions and appeals, and personal response in its communication in an indirect way. Since existential creativity is linked to man, the function of art changes and transforms according to the world of man and his existence. This is called the philosophy of art. Results: 1. The concept of art was associated with the level of philosophical significance with the general industrial meaning, which means production, that is to say, the elaborate production of values within certain rules. In addition, art was associated with aesthetic meanings, which mean a productive industry for a number of purely aesthetic subjects and values, which are not directed to use and material profit. Rather, it was found to develop an aesthetic sense and pleasure. 2. Between the artist and art, there is an inseparable relationship that is impossible to end. Through the artwork, the artist acquires his new identity in this world. 3. Although the definition of art is a controversial topic, and changes over time, general descriptions refer to the idea that creative or technical skill is created by humans. The nature of art and related concepts, such as creativity and interpretation, are explored in the branch of philosophy known as aesthetics. Recommendations: 1. Interest in studying the philosophy of aesthetics because of its close relationship with art and its correct concept. 2. Preserving the identity of art and its moral expressions without engaging in commercial and materialistic activities.

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