

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

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### **Abstract:**

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, 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, meaning that 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. This research aims at reaching an accurate philosophical interpretation of the concept of POP art, where it is necessary to know the nature of existential philosophy and its relationship with this concept.

### **Keywords:**

Study the philosophy ,mass culture ,pop art