Studying the Functional Role of Social Cultural Dimensions of Contemporary Art from the Perspective of Sociology of Art

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Article Info	ABSTRACT
	Objective: In the 20th century, the changes that occurred in the field of art along with the advancement of technology and technology provided the ground for the presence of contemporary art. Today's art world requires a different expression. Contemporary art was formed in contemporary society with regard to new concepts and without relying on common traditions. The field of culture, art and industry is constantly influencing each other and the change and evolution of each one has a direct effect on the other. In this research, the relationship between art, culture and how contemporary art works is examined from the perspective of the theory of formation and reflection to answer the question of what is the effect of contemporary art on cultural formation and the effect and action of these two categories on each other? **Methods**: The research method is based on descriptive-analytical nature and the method of collecting information is library. **Results**: The results show that contemporary art can have the aspect of creating culture and awareness in the society and at the same time express the problems of the society and existing social concerns. **Conclusions**: Therefore, it can be posited that, based on the attributes of this form of art and the presence of a reciprocal interaction with society, it serves as a reflection of societal norms and holds sway over both the viewers and the development of cultural norms. Indeed, this art form originates from the core of society and exerts an impact on its inhabitants.

Introduction

In recent years, there has been a notable emergence of novel techniques and approaches within the realm of artistic expression, consequently giving rise to new forms of artistic medium (Leavy, 2020). This transformative phenomenon has significantly altered the landscape of how audiences engage with and interpret artistic works, thereby prompting a reevaluation of our perceptions and assumptions pertaining to the very essence and nature of art itself. Delving into the discourse surrounding the ontology of art, the perennial debate concerning the intrinsic nature of art, its purpose, and its intricate interplay with the fabric of reality has perennially captivated the attention of discerning critics and erudite theorists alike (Thomasson, 2005).

The genesis of certain contemporary art movements can be traced back to various social, political, and other related developments and trends, collectively known as the cultural milieu (Marcus & Myers, 1995). The advancement of culture stands as a crucial cornerstone for the refinement of individuals within a society and the overall progress of the community as a whole. It is evident that a vibrant society cannot be achieved without dedicated endeavors and strategic initiatives aimed at nurturing and fortifying the cultural fabric of the society. The manifestation of positive cultural shifts is contingent upon the transformation of the normative principles and mindsets prevalent in the society, paving the way for subsequent changes in behavior and outward manifestations (Inglehart & Baker, 2000; Russo et al., 2020). The significance of culture and its pivotal role in the maturation and advancement of a society are widely acknowledged, yet the crux of cultural formation lies in establishing a harmonious interchange between conventional and unconventional behaviors, a task that necessitates rendering the norm appealing to garner acceptance and stability within the collective consciousness of the populace. This scholarly inquiry delves into the impact of emerging art forms on the cultural and societal dynamics of the populace. In the 20th century, the transformations that took place within the realm of art, coupled with the progress in technology, laid the foundation for the emergence of contemporary art (Benjamin, 2008). The contemporary art scene of today necessitates a novel mode of expression that diverges from conventional norms. Contemporary art came into being within the context of modern society, embracing fresh ideologies while breaking away from established customs. The domains of culture, art, and industry are in a perpetual state of interaction, each exerting influence on the evolution of the others. This study delves into the intricate interplay between art, culture, and the

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mechanics of contemporary art, scrutinizing them through the lens of formation and reflection theories in an attempt to unravel the impact of contemporary art on the shaping of culture and the reciprocal dynamics between these two categories.

Material and Methods

The research methodology employed in this study is grounded in its descriptive-analytical nature, characterized by a systematic approach to examining and interpreting data. The primary method utilized for gathering information is through the use of library resources, encompassing a comprehensive exploration of existing literature, documents, and other scholarly sources to inform the research process.

Results

Culture: The origin of culture can be traced back to a multitude of fields, encompassing various aspects of human society (Varnum et al., 2010). Certain cultural beliefs find their roots in the fundamental principles and branches of religions within diverse societies, while others are intricately linked to the prevailing economic conditions or the geographical and climatic positioning of the society. A subset of these cultural beliefs emanates from the historical and political evolutions of a country, while another subset emerges from comprehensive scientific inquiries and evaluations. The primary emphasis here lies in delineating the diverse sources of beliefs within this context (Gharedaghi et al., 2022). Assessing the extent of culture's impact on different facets of individual and societal existence poses a considerable challenge; nevertheless, the undeniable reality remains that cultural factors wield a profound influence on human behavior. While cultural inclinations may not be inherently deterministic, they form a crucial component of a multifaceted system of causal factors that can exert significant motivational influence in the long term. Consequently, both material and spiritual values are poised to shape the structure and essence of a society. The process of social transformation unfolds gradually over an extended period, as it hinges on the assimilation and collaboration of numerous influential parameters. Many scholars advocate for effecting substantial societal changes through the alteration of social norms, a process that demands ample time and perseverance (Haeri & Rostami, 2011). An optimal scenario for

preserving the cultural identity of a society entails a populace that, while upholding their autonomy and cultural heritage, assimilates beneficial aspects from other traditions and cultures, thereby forging connections between the past and present cultural ethos (Haeri & Rostami, 2011).

Cultural transformations are contingent upon shifts in individuals' internal cognition. Enhancements to the external frameworks of society or the implementation of measures to curb malpractices are essential prerequisites for fostering cultural evolution.

Contemporary Art: The emergence of artistic movements and profound and fundamental transformations that took place during the final centuries of the 20th century led to significant alterations and advancements in the realm of art aesthetics. One of the most notable characteristics of art during this era has been its experimental nature, which has been fueled by various factors such as the heightened level of consciousness and knowledge, the erosion of traditional norms, the integration of novel technologies, and the impetus for innovation. These elements collectively contribute to the emergence of a unique phenomenon within the artistic domain.

The utilization of state-of-the-art technological resources to convey fresh meanings and perspectives concerning temporality and spatiality stands out as a defining trait of the art produced in this period. As a result of this evolutionary process, mediums like painting and sculpture emancipated themselves from conventional constraints and embraced new forms of media and opportunities (O'sullivan & Heinonen, 2008).

The catalysts behind the rise of contemporary art and the genesis of the developments characterizing this epoch are multifaceted; the primary driver underpinning these transformations is the symbiotic relationship between innovative trends in art and the proliferation of novel artistic symbols. This symbiosis underscores the necessity for the establishment of new artistic hubs to nurture the burgeoning contemporary art movement. During the 1970s, museums dedicated to modern art grappled with an identity crisis, as many artists and patrons viewed retrospection on past artistic achievements as regressive elitism. Motivated by this sentiment, contemporary art institutions emerged to showcase the innovative and evolving works of artists, thereby creating a fresh platform for the advancement of contemporary art (Lucie-Smith, 2005). These new venues, catering to a diverse audience beyond the traditional patrons of modern art museums, brought attention to contemporary art in terms of both form and concept.

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Another pivotal factor precipitating change and metamorphosis in the artistic landscape and the rise of contemporary art is artists' inclination towards addressing societal concerns. Contemporary art, in essence, serves as a response to the apathy and detachment from social issues exhibited by modern art, characterized by its inherent subjectivity.

The trajectory of modern art towards exploring artistic techniques and concepts, while neglecting the engagement with social issues, resulted in art becoming insular and self-referential. Contemporary art, equipped with a plethora of resources and innovative tools, endeavors to tackle paramount issues such as liberty, environmentalism, feminism, technology, and their societal ramifications (Lucie-Smith, 2005).

Furthermore, the evolution of communication technologies and the proliferation of new media forms like photography, video, and the Internet constitute the third influential factor contributing to the rise of contemporary art.

The artistic movements that surfaced post-Second World War were underpinned by distinct theories and methodologies. Artists sought out novel approaches that deviated structurally from conventional norms, be it based on individualistic or collective perspectives, to effectively communicate their messages to the audience. Contemporary art in contemporary society was formed by paying attention to concepts and without looking at conventional traditions, and the artist makes comments and creates works by using new and unconventional tools and devices that are different from the old methods. In the artist's work, attention to the three elements of the environment, arrangement and performance of the show, which include all the artistic attractions, were important. Contemporary art, with all its various movements, emerged from the transformations of modernism and served the concept in search of means and expression, and was embodied with the hypothesis of art as thought versus art for art's sake (Lucie-Smith, 2005).

Contemporary art after the decline of the conceptual movement in the second half of the 1970s with its formal structure in the field of visual perceptions and psychological and symbolic perception and with all the possibilities of the form to show reality and create abstract spaces, somehow tries to convey the artist's feeling and message to the audience in new formats.

The most important element of the new artistic movements is to rely on the hypothesis of art as thought, and it creates works by using materials, technology, the environment, the involvement of the audience, and the characteristics of different arts.

It may not be possible to express a precise definition in the field of contemporary art, but it includes features that can be pointed out, such as; Plurality in form and content, absence of hierarchy, priority of content over form, carrying the message, paying attention to social issues and problems, using new and advanced technologies, not accepting the influence of mass media and challenging it. Not all features may be present in a work. The characteristics of contemporary art are: The use of present and ready objects, the subtleness of works of art, the importance of the presence of the audience.

All kinds of branches of new arts: Electronic Art, Kinetic Art, Sound Art, Mapping Projection, Interactive Art, Multimedia Art, Digital Art, Art Light Art, Virtual Reality, Installation Art, Body Art, Optical Art, Video Art, Internet Art.

Sociology of art (formation and reflection theory): The sociology of art delves into the intricate realm of artistic expression, analyzing its evolution and transformations in tandem with the societal developments and lifestyle shifts within the subfields of sociology. Over time, it has evolved to serve a more specialized function, as noted by Farshid Nik (2022). In essence, the sociology of art scrutinizes the collaborative efforts of diverse human groups in the creation of what we recognize as art, while also exploring the role and significance of art in their lives, according to Ramin (2008). The significance of art in the realm of sociology lies in its capacity to encapsulate valuable insights about society, individuals, behaviors, cultural dynamics, norms, and more. This notion aligns with the fundamental principle of the reflective approach in the sociology of art, premised on the belief that art invariably offers insights into societal constructs, as elucidated by Alexander (2020). Viewed through this lens, art emerges as a valuable tool for sociological research and knowledge acquisition. This recognition encompasses various aspects, such as understanding the artist behind a piece, the contextual circumstances of its creation, the interpretation and resonance of the artwork within society, as well as the diverse perceptions held by audiences across different time periods. This holistic examination revolves around the triad of artist, artwork, and audience, as expounded by Farshid Nik (2022).

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The theories underpinning the cultural consumption approach shed light on how individuals engage with, utilize, and interpret art. Central to this approach is the idea that the audience plays a pivotal role in shaping the meanings attributed to art and its utilization, emphasizing that these interpretations are not solely determined by the creators but are heavily influenced by the consumers. By challenging the notion of art's direct impact on society, this approach critiques the simplistic view of art's influence by artists, positing instead that art molds society through the nuanced responses of its audience, who possess the capacity for thoughtful engagement (Alexander, 2020). Within the realm of artwork, there exist two axes of creation and reception, each with its unique processes and systems, often overlooked. The significance of perception in shaping the reception of art is underscored, as it can either elevate a work or relegate it to obscurity. Experts contend that every piece of art is birthed within specific environmental, social, and temporal contexts, enhancing comprehension and appreciation within its unique setting (Farshid Nik, 2022).

In the sociology of art, two prevalent methodologies involve scrutinizing the reciprocal relationship between art and society, examining how artworks and societal forces interact and influence one another. Through a comprehensive sociological lens, art is evaluated through the dual perspectives of formation and reflection.

Shaping approach: One of the critical areas within the field of sociology that warrants thorough investigation pertains to the intricate examination of the dynamic interplay between society and art, delving into the multifaceted influence process that both art and society exert upon each other. Within this particular theoretical framework, it becomes increasingly evident that the impact of artistic creations on contemporary societal structures is indeed profound and far-reaching, with artworks assuming a pivotal role in the configuration of social norms, behaviors, and values, thereby wielding a significant influence over the collective behavioral patterns, cognitive processes, and ideological orientations of the society at large (Terkashund, 2010).

Reflection approach: The proponents of this concept argue that the presence of a piece of art is intricately linked to the characteristics of a particular historical era, a distinct social cohort, or an individual (Farshid Nik, 2022). Artistic creations are not standalone entities, but rather they emerge as a result of specific historical activities carried out by identifiable social factions under particular

circumstances; hence, they carry the imprints of the ideologies, principles, and living environments of those groups and their representatives (Dadvar & Mafitabar, 2018). Art, whether consciously or unconsciously, fulfills scientific and pragmatic functions, akin to the beliefs of certain 19th-century philosophers; any semblance of reality portrayed in art originates from specific facets of reality, which are deeply rooted in a particular societal perspective. The reflective approach posits that art consistently conveys insights about society. This perspective entails extensive scholarly investigations, all sharing the common thesis that art functions as a reflective mirror of society at large (Alexander, 2020).

Contemporary art from the point of view of formation and reflection: In the realm of art across different periods, the tools utilized for expression have been meticulously crafted to align with the specific requirements of artists in terms of expression, content, and form, all while being intricately intertwined with the aesthetic, psychological, and historical attributes of the respective era. This intricate relationship between artistic tools and the overarching characteristics of a given time period underscores the profound impact of the audience, message conveyance, originality of concepts, and the prevalence of conceptualism in the realm of contemporary art. Notably, the contemporary art landscape has witnessed the emergence of novel performance methodologies that cater to the evolving needs of artists in this era. These avant-garde approaches encompass diverse forms such as video art, performance art, computer art, clay art, arrangement, interactive art, among others.

Contemporary art distinguishes itself by emphasizing the significance of subject matter and content over the formal aspects of artistic creations. Artists have gravitated towards the contemporary art milieu as a conducive platform for articulating their ideas and emotional sensibilities. The advent of mediums like photography, video, live performances, and the Internet has broadened the spectrum of expressive tools available to artists, giving rise to genres like conceptual art, video art, performance art, arrangement art, digital art, process art, and more. In contrast, traditional art forms predominantly revolve around a form of communication known as mass communication, characterized by the dissemination of messages from one individual to a vast audience. Leveraging the rapid dissemination of information, modern art leverages the potential for simultaneous sharing of cognitive experiences, fostering a more inclusive and pervasive mode of communication.

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Furthermore, a key hallmark of contemporary art lies in its emphasis on maximum user engagement, transitioning away from the passive spectatorship of yesteryears to active participation in content creation and information dissemination. Artists have harnessed innovative mediums akin to their counterparts working with traditional materials like wood or metal, leveraging the capabilities of new media and technology to enrich their artistic endeavors. Within the realm of contemporary art, the strategic utilization of technology emerges as a potent force in shaping societal behaviors and ideologies, with a keen focus on audience orientation, message delivery mechanisms, artist-audience dynamics, and technological integration. The strategic deployment of technology in artistic pursuits stands poised to exert a positive influence on cultural development, fostering social cohesion, normative shifts, and desired behavioral changes. Ultimately, the integration of contemporary art into societal fabric engenders cultural metamorphosis, reshaping the cognitive landscape of individuals and steering societal evolution towards more dynamic, creative, and harmonious structures.

As per the reflection approach, it is posited that an artwork within a given society can be viewed as a manifestation of the historical context from which it emerges. This context is intricately woven by the artists of that particular epoch, operating within specific circumstances that leave an indelible mark on the artistic creation. Consequently, the artwork is inherently imbued with the imprints of the beliefs, values, and living conditions prevalent in that society at the time of its inception. It can be argued that the work of art serves as a profound reflection of the society, effectively engaging with the myriad issues and concerns that define the societal fabric.

In the realm of contemporary art, a distinct characteristic emerges owing to the roots of these artistic expressions in conceptual and critical frameworks. This form of art is uniquely positioned to grapple with the exigencies of the present moment. For instance, within the domain of environmental art, which stands as a prominent branch of contemporary artistic discourse, there exists a palpable response to the pressing concerns of the contemporary world. Given that one of the paramount challenges confronting humanity today is the environmental crisis and its far-reaching impacts on human existence, artists have endeavored to cultivate a novel perspective on the interface between art and nature. This endeavor seeks to forge a harmonious coexistence

between humanity and the environment, thereby nurturing a symbiotic relationship that sustains life in all its myriad forms.

Discussion

Art, by virtue of its connection to human emotions and its dependence on intuition and revelation, proves to be highly efficient in the communication of internal and esoteric aspects of human experiences, surpassing the capabilities of linguistic and scientific symbols to convey such concepts effectively.

In the realm of contemporary art, as per the sociological perspective, there has been a notable shift in the audience from being passive spectators in the past to becoming active participants in the present day. This transformation has enabled artworks to wield a considerable influence in the advancement and enrichment of societal culture. Contemporary art not only serves as a catalyst for the creation of culture and consciousness within the community but also serves as a platform for addressing prevalent societal issues and concerns. Consequently, it can be contended that owing to the inherent characteristics of this form of art and its intricate interplay with society through actions and reactions, it mirrors the society it stems from and holds the power to impact the audience significantly, thereby shaping cultural development. Indeed, emanating from the very core of society, this art form exerts a profound influence on the populace at large.

Data availability statement

The original contributions presented in the study are included in the article/supplementary material, further inquiries can be directed to the corresponding author.

Ethics statement

The studies involving human participants were reviewed and approved by the ethics committee of the Islamic Azad University. The patients/participants provided their written informed consent to participate in this study.

Author contributions

All authors contributed to the study conception and design, material preparation, data collection, and analysis. All authors contributed to the article and approved the submitted version.

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Conflict of interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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