THE INFLUENCE OF CULTURAL DIVERSITY ON CONTEMPORARY ART

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ABSTRACT
One of the most crucial methods of the world's aesthetic growth is the worldwide spread of art, which provides a visual representation of reality. Today's man must fight against the tide of popular culture while maintaining his own sense of aesthetics. The evolution and adoption of new ideals brought about by the internationalization of art schools. The importance of art education in this process is crucial, not fundamental, but crucial all the same.
Key words: Globalization, Global education, Art education, Culture, "Our world has changed.

INTRODUCTION

When formerly separate cultures grow more similar to one another via processes like cultural development, we say that cultural homogeneity has occurred. The term "cultural diversity" may also refer to the practice of welcoming and celebrating one's intercultural differences. It's a frequent method of describing the diversity of a region or the world at large. The word "diversity" is used to refer to a welcoming environment for individuals of many ethnicities and religions.

The term "contemporary art" is used to describe works made in the second half of the 20th century or in the 21st century. Modern painters are inspired by a multicultural, technologically sophisticated environment. The intriguing hybridity of styles in their work carries on the 20th century's tradition of conceptual and aesthetic experimentation. One of the distinguishing qualities of contemporary art is the lack of a cohesive philosophy, ideology, or "-ism" that distinguishes it as a whole. Issues of nationality, family, and cultural background are brought into the public discourse through modern art.

The words "modern art" and "contemporary art" have similar sounds in spoken English, leading some non-specialists to use them interchangeably.

To what extent does art influence cultural identity, or vice versa? How can changes in location, culture, and time affect how a person sees him or herself?

The desire for structure and order in one's life, which can be satisfied only in the context of social interaction, is what characterizes the presence of cultural identity.

A person's sense of cultural identification determines how easily he or she may travel to other parts of the globe and adapt to different social and cultural settings.

It may be challenging to discover solutions that may aid persons living in or near poverty if just one perspective is considered. These communities will continue to sink into despair if nothing is done to aid them. New York City has a poverty rate of 44.2%, according to figures from 2015. Roughly sixty percent of the individuals that live there are persons of color. It's not enough to elevate one person from each group and call it diversity when 44.2% of the population is in need. The arts and cultural industry has a global reach because of its pervasive manifestations in everyday life, such as radio, live performances, museums, galleries, and public parks. It is critical that decision-makers in the arts sector reflect the diversity of their beneficiaries in order to appropriately respond to the needs of minority communities. This allows for a wide range of perspectives, cultural awareness, and expert expertise to be brought to bear on pressing issues in a city where minorities make up 65 percent of the population.

One of the many reasons people make art is to make the world a better place. It has been established that a community's health, safety, and well-being all improve when arts and culture are present. When cultural resources are available, there is a 14% decrease in the rate of child abuse and neglect, a 5% decrease in the rate of obesity, an 18% increase in the rate at which children achieve proficiency in English and mathematics, and an 18% decrease in the rate at which people commit violent crimes. Given the challenges of low-income neighborhoods, it is essential that residents have access to creative spaces and meaningful art. Without decision-makers in the arts sector who understand the

needs of disadvantaged groups and will advocate for them, it is difficult to create art and cultural venues that encourage diversity and cultural contributions impacting society today.

This barrier impedes not only the pursuit of pleasure but also the development of creative assets and economic growth in cities. But where does this positive influence come from? That question is somewhat answered by the correlation between financial status and other measures of social well-being. That's why the presence of positive activities in a community tends to make its residents feel both happier and safer. The 36 cultural groups that serve New York City's poorer communities are mostly directed by residents of the city's wealthier areas. It is important to have perspectives that differ from the traditional ethnic make-up of the sector to ensure that all members of the community are heard and appreciated, even if race and ethnicity are not the only proxy for comprehending a community.

LITERATURE AND REVIEW

YARED TESHOME YAYA and TAHA HASSAN YOUSIF (2014) This study delves at how well art students and educators understand and deal with multicultural concerns in the classroom. The research zeroes in on Tigray Arts College in particular because that institution aspires, among other things, to educate future generations who may both contribute to and benefit from the region's and state's rich cultural traditions. Theater, music, and art classes help students reach their objective. We used sixteen student awareness-measuring statements and nine instructor awareness-measuring statements to examine the respondents' overarching levels of intercultural awareness. According to the results, the vast majority of responders had a sophisticated understanding of diversity. Participants' attitudes were also analyzed to see how they felt about incorporating multicultural concerns (such as sensitivity to ethno-cultural, religious, and gender diversities) into their creative practices. According to the results, the vast majority of respondents are open to addressing multicultural concerns.

Article by Faeza Al-Thamari et al (2020). The major function in disclosing the sense of cultural differences, beliefs, and traditions is played by the progressive stage of extraordinary growth in the disciplines of multiculturalism and indigenous arts. Many in-depth works have shown the importance of cultural and social theories; these same methods may be effective in demonstrating the value of embracing differences across cultural divides. Such topics are often included to address prejudice, cultural differences, and the significance of one's social and cultural background. This research provides a summary of previous work on multicultural problems, with a focus on establishing the credibility of claims made about the significance of cultural crossover and ties to indigenous arts. In addition, the essay will think about reviewing multiculturalism's impact on the most relevant forms of indigenous art. Recent challenges in the social and cultural area are discussed, including cultural change, the influential roles of indigenous art, and diversity. The focus of this piece is to draw connections between the cultural differences we've been discussing and the external forces that are likely to have a squeezing effect on local communities. This research lends credence to the idea that variations in cultural identity and indigenous artistic production are a direct result of cultural variety. Most findings highlight how indigenous artists' cultural heritage, ethnicity, and identity influence the creation of their unique works of art in a wide range of multicultural settings. Instead, the research shows that traditional product authenticity depends on culturally varied surroundings.

Małgorzata A. Gocłowska et al (2019) The term "cultural diversity" is used to describe the wide range of individual cultural practices. In this chapter's opening section, we explore how different perspectives may spark new ideas. Studies using historical data, cross-sectional data, and experimental methods all corroborate the notion that exposure to other perspectives might boost creative ability given the correct conditions. Creativity in groups and teams has been studied extensively, and the results portray a more nuanced picture, demonstrating that individual differences within a group may both stimulate and stifle innovative output. We also address the topic of cultural variations in creative output, arguing that further research is required to determine which features of creative output are universal and which vary among societies.

Liane Gabora (2013) Cultural variety has both positive and negative effects. Friction and heightened ®fferences are possible outcomes. But just as biological variety is important in times of change, so too is cultural diversity; when one e®ective answer no longer suffices, it's useful to have others at hand. Why is there such a wide variety of cultures? Using a computer model of cultural development, this research details a first exploration into this subject. The model is made up of neural network-

based agents that improve their action ideas by (1) coming up with new ideas by modifying current ones, and (2) copying the ideas of their neighbors. Numerical simulations show a favorable relationship between the ratio of creators to imitators and the rate of creators in a population and the variety of ideas in that group. This is true for both the lowest and highest points of action variety during a run.

Kwok Leung et al (2015) In this chapter, we'll take a look at the research done on the topic of how company culture affects innovation. Before diving into an analysis of the cross-cultural literature on individual creativity, we take a look at how different cultures see creativity. Next, we compare and contrast cultural differences at the company and national levels, and then we talk about cultural variations in the precursors of innovation. Biculturalism and its connection to innovation are investigated, as is the impact of cultural variety on team creativity. Several promising avenues for future cultural studies of creativity and innovation are suggested.

CULTURAL DIVERSITY AND THE ARTS - LANGUAGE AND MEANINGS

There is still a great deal of uncertainty and misunderstanding around many phrases and ideas that are crucial to discussions about cultural diversity and the arts. It is possible to use terms without enough clarity or precision, and it is common to believe that their meanings are evident when they are not. This has ramifications for policymakers at the state, provincial, and federal levels who are entrusted with drafting, enforcing, and disseminating arts diversity laws.

This article thus provides a discussion of the most important topics and words in this area. Arts professionals in Ireland who took part in the Arts Council's study on cultural diversity and the arts, which was supervised by Create, offered a variety of definitions and clarifications, and described certain areas of dispute. One of the many obstacles to engaging in the arts is ignorance about these points of debate. The implementation of strategies and tactics in a way that goes beyond simple desire is necessary to create circumstances for authentic culturally varied artistic practice. Definitions of key words, with examples of their current use and context in Ireland, follow.

CULTURAL DIVERSITY

An intellectual concept held by societies that value and welcome members of different cultural backgrounds is at the heart of the cultural diversity meaning. Different kinds of individuals from various ethnic backgrounds make up every society. There are limits imposed by each culture's standards for acceptable conduct, beliefs, and attitudes. Therefore, a society that is rich in cultural diversity encourages and rewards the contributions of individuals from a wide range of backgrounds. Simply said, cultural diversity is the practice of welcoming individuals from varied cultural origins and fostering an enabling setting that respects and appreciates the normative actions of others. One of the most important parts of fostering cultural variety is increasing people's awareness of it. Religion, ethnicity, and race are only a few examples of the many causes of this kind of variety.

The multiplicity of cultures in today's world fosters tolerance and acceptance. Cultures differ because of striking qualities. Key characteristics include of:

Existence of Multiple Cultures

The global populace represents a wide range of ethnicities and religions. In a society where various cultures coexist, each culture is a result of the unique experiences and perspectives of its members. The term "individual development" is used to describe the process through which a culture, its people, and its social behavior evolved over time and became the society that exists now. However, despite coming from various cultural origins, they respect one another's differences and coexist peacefully.

Each Culture has its Distinctive Features

The characteristics that set one culture apart from another are universal. History, language, arts, and religion are all shared characteristics that set one culture apart from another. Despite the fact that each culture has its own defining features, its members maintain their cultural traditions while also valuing those of other groups. When individuals respect one another's cultural norms, they are less likely to clash with one another and are better able to coexist peacefully.

It Tries to Preserve

Norms, beliefs, practices, and lexicons all come together to form a people's culture. Some individuals may be more open to embracing the customs of those of other cultures because of this variety. However, when cultural variety is recognized in a community, members of the minority group are

encouraged to maintain and perpetuate their cultural traditions. The odds of a cultural minority disappearing are lessened when its existence and social norms are recognized.

It Possesses Interculturalism

Interculturalism refers to the practice of encouraging communication and understanding between people of diverse cultural origins in a society that values cultural variety. To foster cultural acceptance, it's important to highlight the unique contributions of underrepresented communities. As a result of this elevated status, cross-cultural dialogue and engagement will become the norm in society.

THE ROLE OF CULTURAL DIVERSITY IN MODERN ART

The modern artist has several mediums from which to choose to tell a tale. Through mutual understanding and respect for the world's different cultures, we can preserve the special allure of human civilization. Given the potential of art and culture to impact human contact and behavior, it is plausible that people's beliefs and values in a dynamic society may be transformed as a consequence of new connections, viewpoints, dialogue, and contemplation. Art is a vital part in maintaining cultural heritage and customs. It's a medium through which people may communicate and get insight into the experiences of others throughout the globe. The arts of different civilizations have something to offer everyone, even if they don't realize it. There have been both positive and negative effects on culture and society as a result of this.

Cooperation between cultural groups may be facilitated by a shared aesthetic language. An artist's work is influenced by the cultural norms and values of their time. Cultural events, such as art exhibitions, are known to leave their audiences with a sense of intellectual stimulation and enlightenment. This allows for a higher standard of living. They are worthy of investment, therefore do so. Artists not only reflect but also significantly shape cultural standards and goals. We may learn about ourselves and our relationships via the arts because they encourage us to go deeper. The works of today's artists may provide insight into new methods of expression and interaction.

Culture has little to no role in the creative process. Even if it isn't explicitly stated, every art is a reflection of the time period in which it was created. However, the greatest works of art may endure long after their period has gone. Cultural upbringing frequently serves as a source of motivation for artists. The cultural norms of the culture they are a part of permeate and are frequently reinforced through their works of art. Art has a good effect on society because it promotes self-reflection, disseminates moral principles, and safeguards historical records from the erosion of time and distance. Exposure to art has been shown time and time again to have a significant impact on an individual's sense of self.

Together with the visual and performing arts, the written word plays a crucial role in preserving the collective memory of a people. The written word and the spoken word aren't the only ways that people may convey their feelings and ideas to others. Artists may earn a living in a variety of ways, including expressing themselves freely and pursuing their own pleasure. More people than you may think are involved in the production, administration, and distribution of creative works. Our lives are significantly impacted by the dynamic, interacting character of the art and culture we experience.

THE IMPORTANCE OF DIVERSITY IN MODERN ART

If we want to unleash the creative and cultural potential of our country, we need a society that is diverse and fair. The richness of our cultural connections and innovations is a direct outcome of our variety. People's beliefs and values may change in a dynamic society as a result of encountering new information, forming new relationships, and engaging in introspective thought. Diverse contemporary artistic expression is necessary for the continuation of cultural traditions. One of the best ways to keep history alive and share it with future generations is via works of art. Our culture and way of life are profoundly impacted by it. One of the finest ways to develop an appreciation for history and culture and to broaden one's worldview is to study the works of artists from other cultures. Art has the power to unite people and teach them to accept their differences.

In conclusion, both art and culture are affected by one another. Art not only reflects the society we live in, but it also sheds light on our pasts and cultures. It's a visible manifestation of humanity's mark on the planet. Whether or not we are aware of it, the beliefs and actions of the past have shaped the way we live today. Art may be a means through which people express their cultural identity and goals. Artists have the power to change the world by shaping the minds of audiences everywhere. Art is a reliable means through which social and cultural norms are maintained. People's many selves are

represented and articulated in this space in the society. People may learn to appreciate one another's differences via the transformative power of the arts.

Many academic disciplines, from philosophy and politics to education and psychology, have explored the topic of culture. decent genes, a decent education, and a passion for the land were the pillars of ancient Greek civilization.

- Physical culture is a branch of education focused on developing one's physical abilities. The origins of physical culture may be traced back to the earliest days of human civilization, although it has since undergone significant changes. Nowadays, participating in PE indicates not just a commitment to one's physical well-being but also one's social standing. This culture is applied in the classroom, but also in the home, the workplace, and the classroom.
- A person's spiritual culture consists of their acquired wisdom in the areas of faith, language, art, and ethics. A person's beliefs about the nature of the world and their place in it shape that person's spiritual culture.
- Aesthetic creative values are what make up a society's artistic culture. Expressions of creative culture, such as works of art, may move a person emotionally. Both the finest of old art and new ideas must be brought into the present understanding of art.
- The preferences of numerous members of a society shape popular culture, a subset of folk culture. Entertainment in its many forms is represented here, from music to TV to the internet to sports. The arts have societal impacts via their ability to shape perspectives, teach ideals, and shed light on everyday events. The collective memory of a people is often seen to be preserved through its artistic expressions.

APPROACHING TODAY'S ART MARKET

As a result of globalization, the exposure of artworks from previously underrepresented nations has expanded. However, academic research has shown that the global art market is still structured in a hierarchical pattern in which Western nations play a disproportionately large role. Local factors are already visible in facts like the Western market's dominance. The global art market is a transversal of global and local relationships, exhibiting the whole spectrum of the globalization process. Diverse political, financial, economic, and cultural flows define these interconnections between regions. Transnational homogenous mediatic fluxes and the market for cultural commodities are now molding them.

There is evidence of a worldwide structure in the art industry, made up of specialized commercial circuits developed by market participants. All across the world, people who buy art rely on these institutions (auction houses, fairs, dealers, the Internet, art publications, etc.) as their go-to resources. The art market creates and disperses items that are more highly valued for their symbolic than their monetary worth, with buyers appreciating them not only for their practicality as investments but also for the aesthetic and social benefits they provide.

In addition, the art market tends to be culturally and geographically limited due to the fact that each market has its own unique set of meanings and requirements. Therefore, the global context for the art market is made up of several regional marketplaces, with each housing its own intricate system of artists, collectors, dealers, critics, museums, etc. This theoretical cross-cultural concept is helpful since the art system is made up of a variety of marketplaces that are geographically and culturally specific. Most studies of other cultures begin with the premise that individuals have a strong sense of their own cultural identification and national identity. Therefore, it is helpful to examine culture at such depths in order to see how culture influences consumer behavior in the contemporary art market.

CONCLUSION

The contradictions inherent in globalization, between the free flow of ideas and people on the one hand, and the need to portray local realities and engage local publics on the other, are something that art works with, rather than against. It is suggested that local cultures be encouraged to be robust and self-assured in light of the value they provide to the global cultural history, and that linkages and commonalities be sought out between the past and the present. Traditional regional identities contribute less and less to shaping the culture and communities of today. Local significance is given to global phenomena in cities. New kinds of collectivity and shared visions of the future are imagined and encouraged via the arts in response to changes in the built environment. It is suggested that cities

provide funding for and create places for art and culture where people may gather to talk and engage in cultural activities that foster new forms of community.

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