

# The Cultural Development of the Art of Practice and its Globalization

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**Abstract:** This academic article examines the interconnections between the art of practice, cultural development, and globalization. It discusses the impact of globalization on the forms and content of the art of practice, new creative methods, cross-culturalism, cultural exchange, the internationalization of art, and the economic and commercial trends of contemporary art. The article concludes that globalization enriches the art of practice with new directions and formats, offering opportunities to express social and political issues and draw attention to them. The article is focused on studying the impact of globalization on the field of art and its creative and aesthetic characteristics.

**Keywords:** Art of practice, globalization, cultural development, internationalization, cross-culturalism, art and technology, video graphics, art market, social issues, aesthetics, economic value of art, cultural exchange, forms of art, commercialization.

## Introduction

The art of practice is a form of art based on a person's emotions, thoughts, and creative worldview, influencing and being influenced by the society and era's development. This form of art reflects changes, revolutions, and socio-political events in human's visual and aesthetic environment. Every society constantly updates its art of practice in accordance with its cultural values, historical conditions, and social environment.

In modern times, the art of practice is acquiring new meanings and aesthetic concepts through various genres, forms, and techniques. The processes related to its globalization are creating clear trends in the role of art in society, its social significance, and its renewal. Today, globalization plays a significant role in disseminating innovations in every field, including art. The exchange of artworks and concepts created by artists from other countries, along with creative exchanges in the global art arena, is developing new creative opportunities and ideas.

The art of practice, as a product of globalization, contributes to the aesthetic and cultural development of society. In the process of globalization, cultural achievements and creative trends are advancing together, becoming inseparable. The globalization of cultural networks brings together artists from different creative directions, striving to share impressions with each other.

The impact of globalization on the art of practice is comprehensive, making its social, cultural, and political significance more complex. The globalization of art today includes renewed aesthetic and creative forms, as well as changed artistic concepts. The purpose of this article is to analyze the processes related to cultural development and globalization in the art of practice, highlighting the interconnections between these two trends.

This article broadly analyzes the effects of globalization in the field of art, the cultural needs of society, and the interrelationships between developments in the art of practice. The new trends, creations, and innovative analyses in the art of practice that emerged as a result of globalization are shaping the creative and cultural directions of today.

**The Art of Practice and Cultural Development.** The art of practice is a type of visual art, encompassing painting, sculpture, graphics, video art, installations, photography, and other creative

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forms. Its important feature lies in the relationship between art and society, as well as the development of creative processes. The art of practice plays a crucial role in creating new forms that express the social, political, economic, and cultural changes of society.

Cultural development refers to the process of shaping and renewing the moral, aesthetic, ethical, and intellectual values of society. At its core, it is based on the history, traditions, customs, social relations, and the spiritual heritage of past generations. The main goal of cultural development is to enhance the social and cultural capacity of society and to serve human common values, social and ethical norms, and spiritual wealth.

The art of practice impacts cultural development in the following directions:

1. **Aesthetic Needs:** Art is based on aesthetic perceptions. One of the important tasks of the art of practice is to shape and demonstrate society's aesthetic values and changes. Art shapes society's ideas about what is right and wrong, good and bad, beautiful and ugly.
2. **Expression of Social Thoughts:** The art of practice reflects the social, political, and economic conditions in society. Through art, it actively participates in expressing collective emotions, the direction of development, and social attitudes. For example, artworks dealing with issues such as social justice, democracy, or feminism can bring about societal changes.
3. **Technology and New Media:** The development of new technologies and media is a significant factor changing the forms and content of art. Interactive art, video art, and art presented via the internet are key trends that affect the global spread of art and creative exchanges between people.
4. **Innovations and Novelty:** Innovations in art are crucial for cultural development. This leads to the emergence of new creative forms, ensuring that art adapts to new meanings and aesthetic experiences for every generation.

The art of practice helps create new aesthetic and social concepts in cultural development. This form of art provides artists with the opportunity to reflect changes and connect with other factors in general culture. Artists often focus on social issues and problems, shaping certain social and cultural trends through their works. Additionally, the art of practice helps reconsider the relationship between life, society, human, and nature.

- **Forming Spiritual Values:** The art of practice reflects significant moral values in society, contributing to their development. Issues such as human rights, freedom, equality, and social justice are some of the core topics depicted in art. Through art, people form views on changes, new cultural perspectives, and their positions in local, national, and global contexts.
- **Impact on Society:** Art influences people's thoughts and their relationship with society. The art of practice often draws attention to specific issues in society, impacting daily life. In other words, art deepens the true moral and aesthetic issues in society and helps people understand society better.
- **Different Cultures and Diversity:** The art of practice serves as an important tool in establishing connections between global and local cultures. Art forms cultural diversity, emotions, and meaning, which in turn promotes creative and spiritual exchanges between various nations and peoples.

The art of practice affects cultural development in various ways. Its influence is evident not only in shaping aesthetic values but also in the moral and ethical foundations of society. Art serves as a tool to express and examine social, political, and cultural changes, creating different creative and aesthetic approaches. The interconnections between cultural development and the art of practice undoubtedly encompass new spiritual markers and creative opportunities for society.

**Globalization.** Globalization refers to the process of increasing interconnections between countries, cultures, economies, and societies. This process ensures the integration of social, economic, political, and cultural relations on a global scale. The impact of globalization on the art of practice is significant and multifaceted. The evolution and development of art are primarily shaped by the influence of



globalization, as the content and forms of art include interactions between national and international levels or between different societies.

The impact of globalization on the art of practice is dynamic and multifaceted. These influences are leading to changes in the forms, content, and creative freedom of the art of practice, as well as renewing the relationship between art and its audience. Globalization affects the art of practice in the following ways:

- **Internationalization and the Global Art Arena:** One of the key results of globalization is the internationalization of the art of practice. Artists showcase their works in various countries through exhibitions, galleries, and festivals. Globalization allows artworks to circulate freely on a global platform, leading to creative and aesthetic exchanges between different nations and cultures. For example, exhibitions and festivals in cities like Madrid, London, New York, and Shanghai are contributing to the international recognition of art and creative exchanges.
- **Technological Innovations and Art:** Another major influence of globalization is the spread of new technologies and the internet. New media, the internet, virtual reality, and interactive elements allow artists to create new forms of art. Artworks now reach a global audience quickly and easily through social media platforms (Instagram, YouTube, TikTok). For example, video art, virtual art, interactive installations, and art bloggers have become important trends in the global art arena.
- **Cross-Culturalism and Cultural Exchange:** Globalization opens art to the influence of various cultures, promoting cross-culturalism (exchange and mutual influence between cultures). Artists are integrating aesthetic and cultural values from different countries into their creative works. Through globalization, interactions between cultures are broadening, leading to new aesthetic and creative standards. For instance, the integration of Asian art or African motifs into European and American art has led to the emergence of new genres and forms in the global art arena.
- **Mass Art and Popular Culture:** Globalization encourages the adaptation of art to mass culture and public demand. Mass art, including films, television, music, and advertising, is part of art and serves to meet the cultural needs of people through globalization. On the other hand, the globalization of mass art has increased its "international" popularity, leading to global recognition of creative works in each country.
- **Commercialization and the Art Market:** Globalization has led art toward economic and commercial directions. Artworks are becoming business products, fostering collaboration and communication among creators and collectors. Through art galleries, auctions, and art markets, artworks are being sold in large global commercial arenas. This trend is shifting art from being viewed solely for its aesthetic value to being seen as an economic commodity.
- **Social and Political Themes:** The impact of globalization on the art of practice is evident in how artists are now focusing on global social and political issues. Migration, climate change, human rights, terrorism, and feminism are emerging as new themes in art. Through art, attention is being drawn to these issues, leading to social and political changes.

**Globalization is enriching the art of practice with new, creative, and innovative directions.** Through specific national and cultural characteristics, art is shaping new global emotions, introducing new creative techniques, genres, and formats. This undoubtedly allows the content and aesthetics of art to align with global innovations and creative needs.

Beyond simply shaping global creative directions on a world scale, globalization is leading to a re-evaluation of the social, cultural, and political significance of art in society. Through globalization, art helps to display and share various cultures, innovative technologies, and social and political issues on a larger scale. This process serves as an essential tool for one of art's primary functions—advancing society and establishing new connections.

During the globalization of the art of practice, each national and local culture strives to preserve its unique characteristics. However, the global art scene is actively stimulating global creative needs and



efforts. The cultural dialectic—i.e., the interaction and conflict between national and global cultures—has led to the emergence of new genres and concepts in art.

Moreover, the globalization of art is promoting renewed mutual connections and creative exchanges between countries and artists. Artists are finding opportunities to adapt local traditions to the global context and present their works to a new, global audience.

**Conclusion:** The processes of globalization related to the art of practice and cultural development play a crucial role in advancing creative and aesthetic values while reflecting societal changes. Art, in turn, serves as a medium to express society and its conditions and possibilities, exerting its influence on social, political, and cultural events. The impact of globalization on the art of practice undoubtedly helps to enrich its forms, content, and modes of expression.

The first major outcome of globalization is the internationalization of the art of practice. Artists, through integration with various nations, cultures, and forms of art, are seeking new creative opportunities. The spread of art through new media, virtual reality, the internet, and social media platforms has increased its global reach, enhancing its significance in the global arena. This, in turn, ensures that art takes on new forms of urgent and social analyses.

Globalization has also affected the cross-cultural transformations in art. The exchange of ideas and directions between cultures has enabled artists to use elements from various cultures. This, in turn, has led to the creation of new aesthetic standards and forms. This cultural diversity between nations has expanded the content of art, enabling it to represent universal themes and clearly identify the cultural richness of each nation on a global scale.

The art of practice reflects changes, social, and political issues. Artworks can lead to social movements that change or assist the environment of society. Globalization has complicated this situation further, as artists began to create works focusing on global or local issues. Additionally, art plays an important role in showing the direction of social changes, social work, and everyday life.

Globalization has also led to the creation of new forms, formats, and techniques in art. Video art, interactive installations, and new forms of virtual and augmented reality art have redirected the content and shape of art to new visual, aesthetic, and interactive forms of presentation. New media and technologies have changed the relationship with art, providing creators the opportunity to make art more interactive and accessible to a broader audience.

Based on these analyses, it can be concluded that the art of practice plays a crucial role in the development of society. The formation of new modes of presentation, content, and forms through the globalization of art ensures the renewal of society from a creative and aesthetic standpoint. The impact of globalization on art facilitates the exchange between various cultures, technologies, and social relationships, enabling the development of new creative and artistic directions. The transformation of art in the global arena is an important tool for influencing social and cultural movements, assisting in the creation of new forms of art and creative exchanges among people. As a result, the art of practice is adapting to the new global demands in terms of its value, content, and aesthetic forms, finding its place in the global society.

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