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91484A



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Level 3 Art History, 2019

91484 Examine the relationship(s) between art and context

9.30 a.m. Monday 2 December 2019
Credits: Four

ANSWER BOOKLET

Achievement	Achievement with Merit	Achievement with Excellence
Examine the relationship(s) between art and context.	Examine, in depth, the relationship(s) between art and context.	Examine, perceptively, the relationship(s) between art and context.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

Use this booklet to answer ONE question from Question Booklet 91484Q.

If you need more room for your answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–8 in the correct order and that none of these pages is blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

Merit

TOTAL

05

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Question number: 5

Art work (1): ~~Death and Disaster~~ - Warhol

Art work (2): F-111 - Rosenquist.

You should aim to write a concise essay of no more than six pages in length. The quality of your writing is more important than the length of your essay.

Mass Media ^{has been} ~~is~~ such an important content both in today's world and since ~~about~~ the late 50s and it has shaped how we function and thrive each day. Both F-111 by Rosenquist and ~~Death and Disaster~~ ^{Green Car Burning} by Warhol reflect that. Both artworks were a part of pop-art which movement and were created in the 1960s, a time where media, tv and advertising was truly everywhere for the first time. The commonality of these forms of artwork changed by the way people artworks were ~~becoming~~ being created and what they were being composed of.

F-111 by Rosenquist shows a deep connection to mass media as he uses common mass media images to expose the deep rooted military-industrial complex and our relationship with consumerism. Rosenquist uses common images from advertising such as a girl under a hair dryer and spaghetti to show the relationship between art and mass media. As the world began to modernise and advertisements popped up everywhere the boundary between high and low art began to blur. Previously ~~to~~ ~~ad~~ advertisements (low art) were only seen as advertisements and now

wouldn't ever see these types of images in high art (painting). However Rosenquist chooses to do so which shows the true impact it is having on everyday life. Art reflects life and much of modern life is now seeing advertisements. People relate to and understand the advertising language which makes Rosenquist's use of it so genius. This work is extremely political as ~~he is trying to~~ an anti-vietnam war protest. The full warplane that spans 22m of the ^{23m} mural is a plane that was created to kill thousands, many of which will be innocent, in vietnam. ~~And~~ Rosenquist hates this, calling it the 'lapse in ethical responsibility' but what makes it even worse is the factor driving the production of the warplane, capitalism. The middle class are benefitting hugely in particular areas of American from manufacturing these planes, which is highlighted in the work by the little girl sitting under the hair dryer in front of the pilots seat. This indicates that she is the driver of this plane but she is so blissfully ~~ignorant~~ unaware of the realities of the world. This is the toxic military-industrial complex Rosenquist is trying to expose. ~~the~~ Using common images from mass media and other techniques such as bright bold colours draws attention immediately to the work making it eye catching and the subject ~~assessable~~ assessable. This relationship between mass media and art is making art more universally applicable and allowing everyone to consume it

without boundaries of class. Art and mass media are one of the same, as the boundaries between high and low art get blurred and artists such as Rosenquist have both produced billboard art and gallery art. ~~this work also exposes~~

Green Car Burning ~~Death and Disaster~~ by Warhol exposes the impacts mass media has on us as a society through art. With the rise of the media being obsessed with death and disasters ~~the~~ the title of the series this work is apart of ~~the~~ - the public has now become obsessed with violence however also extremely desensitised to it. The more the image is given to us - the less impact it seems to have, ~~and~~ and this is common with the rise of mass media where news outlets continually print the same image over and over again. Warhol recreates this phenomenon by repeating a picture of a crushed car over and over. This first time you see the image shock may run through you but by the ~~the~~ time you look at each image, there is nothing there, and you are desensitised to it. Another factor leading to this ~~desensit~~ desensitisation is ~~this~~ the green colour applied to the car crash which makes it seem less real. Warhol used a process called silkscreen to create this work, as many of his over paintings, which is a mechanical process which allows for multiple

copies of ~~an artwork~~ ^{an artwork} to be made. It also reduces the amount of detail in the work which alludes to how people aren't looking too closely as if to say, 'oh it's just another death'. Warhol produces these works in ^{his} 'factory' which ~~was~~ he had many people working for him to produce his works which once again removes the personalisation of ~~an artwork~~ this image. We see how this desensitisation rings true as in the actual photograph used in this work, there is a man ~~strolling~~ ^{strolling} past casually, not particularly ~~interested~~ ^{shocked} ~~by~~ ^{by} the gruesome events in front of him. The photograph itself is neatly balanced, ~~which~~ ^{*} alludes again to mass media in how we love things that are visually appealing, no matter how gruesome it is. ~~The vertical pole in which a body hangs, not quite dead, balances out the horizontal burning car in the lower corner~~ ^{*} for example in 2019 an extremely popular ~~show~~ ^{movie} came out which Zac Efron was ~~the~~ actor who played Ted ~~Bundy~~ Bundy, a prolific serial killer. Millions of people have watched that film, intrigued by the gore and fascinated by the beauty of Zac Efron. ~~///~~

Mass Media has greatly influenced both artworks in different ways. Rosenquist was influenced by Mass Media techniques ~~in the~~ which he applied to his work to capture the

attention of viewers and leave a lasting political message with them. Warhol was influenced by ~~the mass media as~~ what mass media does to us as people and he chose to reflect this process in his artwork. Art reflects life and as a huge part of life is mass media, it only makes sense that mass media would affect art of this people. //

Overall I think ~~Warhol was~~ Rosenquist's work was more effective at showing the relationship between art and mass media as he deliberately used techniques of mass media to achieve his own purpose. His work impacted the viewer stronger I felt because he took techniques that the population recognised and understood to make art more accessible to all which furthers his political message. This is not to say however that Warhol was not effective in his work but he chose to expose the reality of what mass media is doing to us by doing it to us through art which is clever however does not ~~change~~ further a larger purpose which I believe makes for a true effectiveness in art. //

Merit Exemplar 2019

Subject	L3 Art History		Standard	91484	Overall grade	M5
Q	Grade	Annotation				
5	M5	<p>This candidate response sits at M5, Merit. In the first paragraph, the candidate lays the foundation to explain connections between art and the context of mass media. The paragraph demonstrates depth, with detailed description and explanation that begins to show some sophistication. Passages providing further explanation followed by detail linked to the context are presented in the second paragraph.</p> <p>To reach M6, the candidate could have maintained the well organised structure they began with and provided further evidence of in-depth understanding around the idea of what mass media does to people, for example, with integrated evidence from further examples.</p>				