

Imagen artística. Imagen de consumo



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The purpose of this book is the aesthetic phenomena that transcend art and the one developed by the media. It is based on the idea that to understand them one needs to abandon the limits that throughout modern times reduced aesthetics until they became an Art Theory. Today, the thinking regarding the artistic tendencies or the limits of the concept of art is not enough to realise the conditions, potentials, foundations and uses of the aesthetic world in which we live. It is necessary to return to a pre-modern concept of aesthetics, where the identification with art is to be overcome forever.

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