

Abstract

The sociology of contemporary aesthetics taste represents the plurality of criteria and valuation of the society in a certain period of time. If we accept the fact that approved aesthetic judgments are merely the result of groups of people with certain standings, it will not be surprising that other people hold totally different tastes. One of the elements influencing artistic taste and consumption is capital. The amount of capital of each social stratum indicates its characteristic consumption. Various experimental research clearly point to the fact that upper strata visit museums and galleries more frequently and basically it can be claimed that the access to cultural products are not distributed equally among social strata, and the amount of capital strongly affects such access. This cultural inequality reflects distinguishing strategies and strata conflicts in art and culture. This conflict can be seen every day and it is often over legitimacy of behavior and insights.

The present paper aims to investigate the social factors which influence the artistic taste and consumption in painting from the perspective of elitism and popularity. It is a descriptive-analytical study. The questionnaire has validity of 0.7 or higher. Samples are selected randomly in three areas: galleries, shops, and cultural centers. The results suggest that there is a significant correlation between underlying factors (gender, marital status, education, occupation, and economic status) and taste, and type of artistic consumption, as well as between consumption features and artistic recognition and modern or elitist or popular taste. Furthermore, the amount of cultural capital influences taste and artistic consumption of people, and those with higher cultural capital are attracted to modern and abstract art and those with lower cultural capital to popular and realistic art.

Key words: sociology, artistic taste, consumption, cultural capital, modern painting, popular painting