

Exercise walk-through

18th-Century Culture and Arts ■ 4.5

eXercise

You must be able to

- describe the features of the period's dominant styles
- explain how a growing reading public changed what was produced
- state the role of academies and patronage
- connect a formal feature to an audience

Method — The styles

A light, ornamental manner suited to private interiors and aristocratic sociability was followed by a severe classicism drawing on antiquity, associated with civic virtue and restraint.

Method — The reading public

Growing literacy and cheaper print created a paying audience beyond court and church. Novels, periodicals and pamphlets were written for buyers, and the market began to compete with the patron.

Method — Academies and patronage

Academies set standards, trained artists and controlled exhibition, while patrons still commissioned. Both shaped what could be made and shown.

Method — Feature and audience

Ornament suits a private room and a viewer who values wit; severity suits a public building and a viewer meant to feel obligation. The style is a claim about who is watching.

Practice 2.1 ■ 2 marks

State one feature of each of the period's two dominant styles.

Solution 2.1

Worked steps

ornamental, light and suited to private sociability **B1**; severe, classical and associated with civic virtue **B1**.

Practice 2.2 ■ 2 marks

Explain how a paying public changed artistic production.

Solution 2.2

Method: The reading public

Worked steps

works were produced for buyers rather than only for patrons **B1**, so what sold began to determine what was made **B1**.

Practice 2.3 ■ 1 mark

A severe classical style is chosen for a public building.

- (a) State what the style asserts.
- (b) State how you would link it to audience.

Solution 2.3

Method: Feature and audience

Worked steps

(a) civic virtue and restraint **B1**. (b) state who is meant to see it and what response the style invites **B1**.

Exam-style 3.1 ■ 1 mark

A growing reading public meant that writers could work for

- A** patrons only
- B** a market of buyers
- C** the church alone
- D** nobody

Solution 3.1

Method: The reading public

A patrons only

B a market of buyers 

C the church alone

D nobody

Worked steps

B. buyers replaced sole dependence on patrons.

Exam-style 3.2 ■ 1 mark

Academies shaped production mainly by

- A** buying all works
- B** setting standards, training artists and controlling exhibition
- C** printing novels
- D** enclosing land

Solution 3.2

Method: Academies and patronage

- A buying all works
- B setting standards, training artists and controlling exhibition 
- C printing novels
- D enclosing land

Worked steps

B. training, standards and exhibition are the levers.

Exam-style 3.3 ■ 1 mark

An ornamental interior style gives way to classical severity in public commissions.

- (a) State the change in what is being asserted.
- (b) Explain the connection to the period's politics.

Solution 3.3

Method: Feature and audience

Worked steps

(a) from private wit to public obligation **B1**. (b) classical antiquity supplied a vocabulary of civic virtue **B1**, which suited a period arguing about the duties of citizens and rulers **B1**.