

4.5 18th-Century Culture and Arts

Name: _____ Class: _____ Date: _____

Total: 11 marks

KEY WORDS eighteenth-century culture 文化

Objective

Build the skills to analyse **eighteenth-century culture** 文化 and the arts.

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

1 Worked examples

Study these first. Each one shows the method for a task used later.

■ 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.

■ 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.

■ Academies and patronage

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

■ 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.

2 Practice

2.1 State one feature of each of the period's two dominant styles. [2]

2.2 Explain how a paying public changed artistic production. [2]

2.3 A severe classical style is chosen for a public building.

(a) State what the style asserts. [1]

(b) State how you would link it to audience. [1]

3 Exam-style questions

3.1 A growing reading public meant that writers could work for [1]

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

3.2 Academies shaped production mainly by [1]

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

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

(a) State the change in what is being asserted. [1]

(b) Explain the connection to the period's politics.

[2]

Solutions

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

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

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

3.1 B. buyers replaced sole dependence on patrons.

3.2 B. training, standards and exhibition are the levers.

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