

عنوان مقاله:

Economics of Art: Factors affecting the motivations and experiences in the art consumption

محل انتشار:

ششمین کنفرانس بین المللی اقتصاد، مدیریت و علوم مهندسی (سال: 1394)

تعداد صفحات اصل مقاله: 5

نویسندگان:

Hosein Khalili - M.A in the art Economy, International University of ImamReza in Mashhad, Iran

Vahid Shaker - M.A in the Painting art, University of Tehran, Iran

خلاصه مقاله:

Art economics is comparative and interdisciplinary knowledge that with the use of economic, sociological and psychological analysis, tried to explain the matters and problems of arts. This knowledge includes three main topics of study namely: creating arts, distribution and supply mechanism arts and art consumption. Here, art due to the economy, as discussed in arts goods, and the fact that economics of arts, is more about the production, distribution and consumption of arts goods. But in this study, specifically what will study, is art consumption and related subjects. In art consumption in terms of cognitive, there are two basic approaches: first, motivations that the audience of art will get to art consumption and second is experiences that, art audience acquired after art consumption. The findings suggest that most important factors of the motivations and experiences in the art consumption include: family and upbringing factors, training and education factors, Pleasure of psychological, aesthetic and entertainment, social and cultural factors, economics and income factors, location and type of supply, media factors, taste of consumption, cultural policy, and age and sex factors.

کلمات کلیدی:

art audience, art consumption, art economics, experience, motivation

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/480520>

