

# 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]

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

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**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]

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## 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

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**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

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**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]

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## 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.