

Why Art Journalism is Important in Connecting Traditional Art and Entertainment with the Media

Jennifer Jang

St. Paul's School in Concord, NH, United States

Abstract

Due to an increase in pop culture consumption and social media use, traditional art forms such as classical music, pottery, and painting are not covered enough in modern journalism. Today traditional art forms, such as classical music, sculpture, and painting, are still seen in a very linear way, even though there are opportunities for this medium to be represented in media. Art journalism would not only help music to be utilized in various ways but also to enhance society by exposing more people to art. Art journalists act as an amplifier for many artists by giving them a platform to promote their work and allowing artists to draw connections with each other. Additionally, art journalism promotes cultural appreciation because it often covers cultural events, music, and artwork with artistic aspects. Furthermore, providing these artists with an outlet to popularize their work allows people to discover certain cultures that people may not have otherwise. In all, given that classical forms of art are declining in popularity and the younger generation is becoming increasingly less exposed to traditional art, art journalism can be an effective way to maintain traditions and ensure that art forms such as classical music do not die out completely.

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