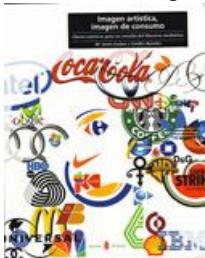

Imagen artística: Imagen de consumo

Artistic Image: Image of Consumption



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The foci of this book is the aesthetic phenomena which transcend the artistic and those developed in the mass media. The fundamental thesis is that, in order to understand these phenomena it is necessary to abandon the limits which, throughout the Modern era, reduced Aesthetics to some strange Theory of Art. Nowadays, reflection on artistic trends or the limits of Art is not sufficient for understanding, even approximately, the conditions, potential, foundations and servers of the aesthetic universe in which we move. In this sense, it is necessary to return to a pre-Modern conception of aesthetics, in which the identification with Art is finally overcome.

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