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[https://www.100test.com/kao\\_ti2020/127/2021\\_2022\\_GMAT\\_E8\\_80\\_83\\_E8\\_AF\\_95\\_c89\\_127433.htm](https://www.100test.com/kao_ti2020/127/2021_2022_GMAT_E8_80_83_E8_AF_95_c89_127433.htm) 85. Advertising is dearly the most influential art form in this century. It is therefore tempting to think it is also the most important. However, great artistic achievement is determined by criteria beyond mere influence. And when examined against these criteria, the genre of advertising does not measure up as truly important. To begin with, great art inspires us to look at the human situation from new perspectives. For example, early impressionist paintings challenge our thinking about visual perception and about the nature of the reality we assume we see. Other works, like Rodin's "The Thinker," capture for our reflection the essential value of human rationality, in stark contrast, advertising encourages people not to think or reflect at all, but simply to spend. In addition, the significance of great artistic achievement transcends time, even when it reflects a particular age. Yet advertising, by its very nature, is transient. In an eye-blink, today's hot image or slogan is yesterday's news. Of course, the timelessness of a work cannot be determined in its own time. Still, it's hard to imagine even the most powerful advertisement living beyond its current ad campaign. Admittedly, one ad Andy Warhol's painting of the Campbell Soup can has achieved timelessness. But notice the irony. The packaging or advertising image was banal until it was elevated above mere graphic design to high art. The lesson here is that advertising, in itself, probably will not achieve great importance as art. But taken up by the

artist as content in a larger commentary on society, it can become transcendent. In sum, artists will no doubt continue to comment on advertising and on the materialistic values it reflects and promotes. But the ads themselves, however influential in marketing terms, fail to fulfill all the criteria for important art. 100Test 下载频道开通，各类考试题目直接下载。详细请访问 [www.100test.com](http://www.100test.com)