

The Photograph as an Important Means of Expression in Pop Art

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Abstract:

Pop Art appeared in the mid-fifties in Britain during the industrial and technological revolutions witnessed in the twentieth century, which contributed to a major change in artistic ideas and concepts, which led to the emergence of new artistic trends, each with its own style and philosophy. These trends were called post-modern trends. The most important of these trends was Pop Art. Pop Art was concerned with consumerism and mass culture, and expressed the spirit of the era in all its transformations, as it worked to reshape reality by using the media and materials present in the environment in a different way and linked to the modern lifestyle, and mixing different arts such as sculpture, printing and photography. The photograph was an important expressive means in Pop Art through which the artist expressed his artistic vision; the research problem lies in answering the following question: How was the photograph an important expressive means in Pop Art? What are the most important artworks of the pioneers of Pop Art in which the photograph was used as an important expressive means? How did the photograph contribute to enriching Pop Art? How did Pop Art influence the art of photography in the modern era? Therefore, the main objective of this research is to reveal the concept of Pop Art, its history, features and characteristics, and how was the photograph used as an important expressive means in Pop Art. And to shed light on the most important works of the pioneers of Pop Art, in which the photograph was used as an important expressive means. The research also aims to shed light on the artworks of photographers in the modern era who were influenced by Pop Art. The significance of the research is the necessity of revealing the importance of the photograph as an important expressive means in Pop Art. The researcher followed the descriptive and analytical approach to study Pop Art and its features and characteristics, and how the photograph was an expressive tool and an essential element in the plastic construction of artistic works in Pop Art. The most important results of the research is that Pop Art presented a different artistic vision that erases the differences between artistic fields and seeks to combine arts such as the art of sculpture, the art of printing, and the art of photography. Therefore, the photograph was an important means of expression in Pop Art and was an essential element in the plastic construction of artworks in this art.

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