

Q#02

Title:

Inevitable Commodification of Art

Art has religious and magical roots, yet it has been turned into a profitable cash cow. Increasingly, the art is being commodified by the wealthy few, at the altar of its disappearance from the public domain, i.e. museums. This trend was both bolstered during Japanese "bubble economy". The economic boom enabled tycoons and industrialists to invest in fabulous amounts of West's evergreen masterpieces. Market of great art will continue to flourish for some inherent reasons such as, ironically, greatness of art ~~is~~^{is} attested by its market value. Art may, however, be held by the rich, its transfer will at least defreeze once static fortunes and may even reach the artist.

(word count)

Passage: 313

Precis: 106

Art, despite its religious and magical origins, very soon became a commercial venture. From bourgeois patrons funding art they barely understood in order to share their protégé's prestige, to museum curators stage-managing the cult of artists in order to enhance the market value of museum holdings, entrepreneurs have found validation and profit in big-name art. Speculators, thieves, and promoters long ago created and fed a market where cultural icons could be traded like commodities.

This trend toward commodification of high-brow art took an ominous, if predictable, turn in the 1980s during the Japanese "bubble economy." At a time when Japanese share prices more than doubled, individual tycoons and industrial giants alike invested record amounts in some of the West's greatest masterpieces. Ryohei Saito, for example, purchased van Gogh's *Portrait of Dr. Gachet* for a record-breaking \$82.5 million. The work, then on loan to the Metropolitan Museum of Modern Art, suddenly vanished from the public domain. Later learning that he owed the Japanese government \$24 million in taxes, Saito remarked that he would have the painting cremated with him to spare his heirs the inheritance tax. This statement, which he later dismissed as a joke, alarmed and enraged many. A representative of the Van Gogh museum, conceding that he had no legal redress, made an ethical appeal to Mr. Saito, asserting, "a work of art remains the possession of the world at large."

Ethical appeals notwithstanding, great art will increasingly devolve into big business. Firstly, great art can only be certified by its market value. Moreover, the "world at large" hasn't the means of acquisition. Only one museum currently has the funding to contend for the best pieces—the J. Paul Getty Museum, founded by the billionaire oilman. The art may disappear into private hands, but its transfer will disseminate once static fortunes into the hands of various investors, collectors, and occasionally the artist.]



National Officers Academy
Mock Exams Special CSS & CSS-2024
June 2023 (Mock-3)

ENGLISH (PRECIS AND COMPOSITION)

TIME ALLOWED: THREE HOURS	PART-I (MCQS)	MAXIMUM MARKS = 20
PART-I(MCQS): MAXIMUM 30 MINUTES	PART-II	MAXIMUM MARKS = 80
NOTE: <ul style="list-style-type: none">i. Part-II is to be attempted on the separate Answer Book.ii. Attempt ALL questions from PART-II.iii. All the parts (if any) of each Question must be attempted at one place instead of at different places.iv. Write Q. No. in the Answer Book in accordance with Q. No. in the Q. Paper.		

PART-II

Q. 2 Make a précis of the following passage and suggest a suitable title.

(15+5=20)

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