

Table of Contents

Introduction	9
I. History of the concept «modern»	13
1.1. Antiquity	13
1.2. Middle Age	14
1.3. From the Renaissance to the Quarrel	14
1.4. Features of Enlightened Modernity	17
II. Modernity and modernities	19
2.1. Modernities in Baudelaire	19
2.2. Modernity as Avant-garde	21
2.3. Twilight of the paradigm	22
III. The focus on taste	25
3.1. The problems of taste	25
3.1.1. Taste and pleasure	26
3.1.2. Taste and knowledge	27
3.1.3. The Faculty of taste	28
3.2. The ongoing problem and its denial	30
IV. Concept of aesthetic category	33
4.1. Beauty	34
4.1.1. Evolution of the term	34
4.1.2. Harmony	35
4.1.3. Decorum	36

4.2. Modern aesthetic categories	37
4.2.1. Sublime	37
4.2.2. Picturesque	39
4.2.3. Grotesque	39
V. Formalism	43
5.1. The concept of form in classical thinking	43
5.2. Kantian concept of form a priori	45
5.3. The development of historicism	47
5.4. Formalism	49
5.4.1. Knowledge and production of the world	50
5.4.2. Art as language	50
5.4.3. Pure Visuality	51
VI. Defining the linguistic turn	55
6.1. Art and the theory of the linguistic sign	56
6.1.1. Semiotics	57
6.1.2. Semiology	58
6.1.3. Theory of icons	59
6.2. The linguistic turn and 20 th century art	60
6.2.1. From style to language	60
6.2.2. From Intertextuality to appropriationist practices	61
6.2.3. From the linguistic experimentation to the transformation of the world	63
VII. The crisis of Modernity. Features of postmodernity	65
7.1. The failure of utopias	65
7.1.1. The change of paradigm in science	65
7.1.2. The crisis of Enlightenment thought.	66
7.1.3. The crisis of avant-garde utopias	67
7.1.4. The crisis after the 1 st and 2 nd World Wars	69
7.2. Features of Postmodernism	70
7.2.1. The antiregulatory impulse and «weak thought»	71
7.2.2. Rejection of the romantic notion of subject and history	71
7.2.3. Linguistic multiplicity	72

7.2.4. Taste for fragment	73
7.3. Criticism of Postmodernism	73
VIII. Categories and strategies of the latest art	77
8.1. Shock	77
8.2. Kitsch	80
8.3. The archive	84
8.3.1. Benjamin's <i>Book of Passages</i>	85
8.3.2 Warburg's Atlas Mnemosyne	86
Bibliography	87