Popular Art as a Tool of Cultural Change in the Twentieth Century

Mr. Mateusz Gmura
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When: **Sunday, March 20, 2022 at 3 PM**

Where: **Associated Polish Home (Dom Polski), 9150 Academy Road, Philadelphia, PA 19114**

Free admission

Join us for the lecture, with pączki and coffee!

About the Lecture

Ever since antiquity, art has offered classical models and canons of beauty; in the Middle Ages it served as a vessel for truth and faith. Only as a result of the development of mass production and the Industrial Revolution of the 19th century, and then with the growth of technology and global communication and the social changes of the 20th century that accompanied them, did popular art become a tool of communication on a mass scale. It is generally held that the period immediately preceding World War II heralded the arrival of the era of mass popular art – a "megaphone" of communication and disinformation and, from a global perspective, an instrument of programmatic cultural change in the 20th and 21st centuries.

About the Lecturer

Mr. Mateusz Gmura has been vice consul at the Consulate General of the Republic of Poland in New York since 2017. He is an English translator by profession and a graduate of the Institute of English Studies at the University of Wrocław. Before taking up the post of vice consul at the Consulate General of the Republic of Poland in New York, he worked as a teacher of English and of cultural studies. In private life he is a husband and the father of two sons and a music enthusiast; in his free time he also composes and produces music and plays musical instruments.