

Research paper: about arts administation

[Business](#), [Management](#)



Arts Administration Arts Administration Arts administration must pay attention to the infiltration between the arts and the media.

In recent years, there has been an explosion in the quantity and quality of art available to different audiences across the world. Amidst all this, the media seems to have played a central role in defining how people view and relate to various types of art. Media has the power to inspire people to take an interest in art. It can also discourage audiences from pursuing art, either as an interest or as a profession (Loft, 2014). The difference lies in how the media packages and presents art. This research paper investigates the hypothesis that media can revolutionize how audiences perceive and interact with art. The paper will use a hybrid research design that combines both qualitative and quantitative research studies. This will facilitate the collection and analysis of comprehensive data concerning relationships between variables and causal

Data will be collected using interviews, questionnaires, and observation. Members of the public, stakeholders in the art segment (curators, artists, government agencies, and private entities) and media will be the respondents. Data will be analyzed using appropriate statistical methods like SPSS, and presented using graphs, tables, charts, and scatter plots.

Depending on the outcome of the investigation, recommendations will be provided concerning how stakeholders in the art industry can work with the media to enhance visibility. Recommendations will also be provided concerning how the media can build mutually beneficial relationships with artists in order to make the art scene more robust and, in turn, increase its presence.

Reference

Loft, S. (Ed.). (2014). Coded territories: Tracing Indigenous pathways in new media art (Illustrated ed.). Calgary: University of Calgary Press.