

Postmodernism affect on society, culture and design

[History](#)



Topic: Postmodernism Affiliation: The shift from modernism to postmodernism elicits mixed reactions from cultural, social, economic, religious, and political stakeholders. While this debate continues, the effects of postmodernism are felt across the societal, cultural, and design contexts among others. The society has essentially become more exposed to modernization. Postmodernity defines postmodernism, and this was realized after modernity had already taken place. For the society, the primary effect becomes the exposure to variant aspects of modernization and what follows thereafter, essentially defined by postmodernism variables within and across the societal context. Postmodernism has rejected or critically challenged values, beliefs, and standards of culture that fail to embrace global diversity (McDermott, 2007, p. 150).

On the other hand, culture has had its fair share from postmodernism. The direct effect of postmodernism on culture is the integration of diversification factors. In other words, culture diversity has become an essential factor in the postmodernity era. In this respect, postmodernism has reorganized and redesigned cultural practices. Essentially, culture is increasingly becoming a universal practice as local, regional, and national boundaries break to pave way for internationalism.

Finally, design has been the most critical aspect of postmodernism, an aspect that is evidenced by Comme des Garçons, Vivienne Westwood, and Alexander McQueen through their respective works (McDermott, 2007, p. 183). These three personalities together with many more in the same line have created key design elements that are characteristic of postmodernism. Essentially, postmodernism has globalized the design industry under a

market-orientation notion.

Reference List

McDermott, C. (2007). *Design: The Key Concepts*, London: Taylor & Francis.