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| Nota di contenuto | Chapter 1. Introduction -- Chapter 2. Kitsch in aesthetics and art: synthesis -- Chapter 3. Kitsch in visual arts: deconstruction of kitsch through its use in elite and popular arts -- Chapter 4. Kitsch in design: |

decoding symbolic meanings and cultural signifiers -- Chapter 5. Kitsch in language: clichés and hyperboles through philosophy of language lens -- Chapter 6. Kitsch in language: kitschification of contemporary translational professions -- Chapter 7. Kitsch in psychology: pro-consumption behaviour versus individual well-being -- Chapter 8. Kitsch in education: is the commercialisation of education kitschy? -- Chapter 9. Kitsch in decision-making: leadership in public administration -- Chapter 10. Kitsch in politics: managing political community with kitschy games -- Chapter 11. Kitsch in law: aesthetic focus on law creation and law execution -- Chapter 12. Kitsch in religion: unmasking kitsch in liturgy organisation -- Chapter 13. Kitsch in religion: risks of didacticism in Catholic and Islamic religious and sacred art -- Chapter 14. Kitsch in terrorist organisations strategies: weapon of mass deception -- Chapter 15. Kitsch in television: broadcasted kitsch experience -- Chapter 16. Kitsch in journalism: management through TV weather report commodification and politicisation -- Chapter 17. Kitsch in cultural heritage: public perception of archaeology and museums -- Chapter 18. Conclusion: role of kitsch in non-artistic human activities.

Sommario/riassunto

The book aims to provide a contemporary individual with an extensive but focused set of examples of kitsch in non-artistic spheres to create theoretical and practical backgrounds for conscious recognition of kitsch in fields like psychology, education, politics, law, religion, terrorism, television, or journalism. Two perspectives are underlined: 1) the consciousness of the presence and role of kitsch experience within the philosophy of living and 2) the management of kitsch experience within the philosophy of living (kitsch as a means for achieving goals). Due to the diverse topics covered by particular chapters, no unified methodology is applied in the whole volume. However, due to the kitsch's complex and metaphysical character, the only fundament is using the "kitsch experience theory" (Szostak and Sukowski, 2020) to narrate the volume coherently. The authors apply a qualitative methodological approach, extensively using case studies, comparative analyses, and ethnographic focus. Micha Szostak is an Associate Professor, Vice-Rector for Scientific Research and Head of the Institute for Management Research at Collegium Civitas, Poland, scientifically intersecting management, art, and aesthetics. He is a business practitioner in international companies and a musician-instrumentalist, conducting lively concert activities and performing dozens of recitals worldwide yearly.
