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**Seminar subject** - Relevance of performing and visual arts in contemporary society –

**A perspective**

**Title : Scopes and Relevance of performing arts and visual arts in our society**

**Introduction** - India with a land of various racial, ethnic, religious groups has become a model of cultural pluralism and diversity. Naturally, here elements of visual and performing arts also have different subdivisions. Dance, singing, opera, musical theatre, magic, mime, puppetry, circus are main performing art divisions and ceramics, drawing, painting, sculpture, printmaking, crafts, photography, video film making, architecture, textiles are included in visual art section.

Performing art is a form where artiste use their expression, performances presented to an audience, may be live or via media, either scripted, unscripted or can be in any situation – in any venue or for any length of time. The performance can be thrown directly to a large public through means of dance, music, public speech, theater and more others. In visual art an artiste use paint, various material to create art object..

Both Performing arts and visual arts have evolved through many rises and falls in history, invasions of foreigners and according to the changing tastes of the public and thereby society. Since media has taken a major part of our daily life in contemporary society it effected our culture in both positive and negative ways. Social media increased the connection between people and created an environment in which one can share one's opinion, picture and lots of stuff. Media not just presents the performance to global audience comprising kids to senior citizens, but also offers suggestions to enrich them.

Both these spheres (P. arts & V. arts) express our culture, emotion, beliefs. They not only are meant for enjoyment but also to propagate ideas, principles, rights and responsibilities. Even political persons, corporate sectors get their ethics, their principles and agenda expressed through songs, dances, theatres and street drama. In airport, railway stations or bus stoppage visual art (painting) been used to make people aware of some ethical rules, etiquette of public while performing art can be used at times of revolution to change the bad side of society.

Performing arts attracts tourism places which are of the most potential areas of earning money from the end of both state Government and Central Government. People on a holiday break, don't want to watch a lab technician examine slides or a professor teaching in a camp, rather they want to see a show may be singing, dancing, theatre, relaxing and soothing at the same time. P. arts & V. arts also give mental stability.

In modern period, many such music and dance festivals in different tourist spots have been organized by Government in different states. On thematic schemes which also indirectly brings good cash to the Government.

The economy benefits significantly from performing arts. From morning till late night millions of people watch a television, movie, serials on a daily basis. Our collective contribution to the industry create serious cash for economies around the world.

Through Performing arts and Visual arts people often come to know about our art and culture, which are the National resources to communicate across barriers of language, class and culture - It reflects the collective psyche of a species or a generation.

Practising performing arts, enhances hand eye co-ordination, critical thinking skill, which often required to solve any problem in day to day life in this complicated world. Performing arts in various forms are now often been used moral and medical helps in hospitals, old houses, orphanage, reforming or correctional centres as therapies. In psychology the use of artistic method to treat the psychological disorders are common. Art therapy, dance therapy heals faster rather than the medicine.

Unfortunately what heals, also kills. Every sector that has positives have negatives depending on use. Negative side of reality shows in media reduces physical activities, people can make brutal and negative comments about anything and anyone. Kids might be interested and affected by some sites in which unnecessary and inappropriate information is shared by people. Kids can become obsessed through some magazines, beauty reality shows.

Stage or street performances, display or painting etc when come through media is one strong way to make art reach to every body's door - As every item in media is working under umbrella of one Government - so the responsibility stands on the shoulder of that particular Government. Not only Government, to all the corporate sectors, also to come ahead and take the responsibility to sponsor the artistes and their artistic work, to encourage the performers and their performances with financial support, to illustrate different resources, culture and heritage and also responsibilities as citizen.

Now the Question is how far we the Indians are successful to be on safe side by taking the performing art and Visual arts as a profession. Though it is a big controversy still - the recent scenario - tells us that (i) Performing arts and Visual Arts do not get adequate space in newspapers for cultural news - cultural reviews/ art reviews, (ii) In the electronic media also only the reality shows, westernized music, dance captured the most time in the media. If media comes forward to telecast the performing arts and visual arts, it could be more appealing, millions of people who are taking interest in other subjects could be interested in our own rich heritage. The role of Government is also very ridiculous - the scholarship amount, fellowship amounts are very much poor in comparison to other field of Government sector. Where the Government servants TA, DA increases day by day, but the Scholarship and Fellowship amount becomes stagnant. The amount is not at all



enough for scholar practitioners, it does not even cover their requirements. Schools, colleges, Universities should recruit more and more such professionals to create an artistic environment everywhere, to flush and flourish. Academies promoting such enterprises should flourish under Government control.

**Conclusion** - The present role of media, Government and corporate sectors which takes a vital role to propagate, to improve, to create awareness of our Indian Culture, specially the classical art form (performing arts and visual arts), which seems a little poor in India, still we should embrace a respect for the mystifying balance of logic and creativity that has for ever defined our species.

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