



## **Modernity and Postmodernity: A general critical view**

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This paper shows in very general terms the failure of modernity and postmodernity projects. There are several reasons to discredit the value, scope and legitimacy of the so called modernity and post-modernity. Modernity was born with the very beginning of capitalism, thus, since that time, the world has been profoundly transformed in one fashion, what the imperial powers wanted (and want). Imperialism, colonialism, post-imperialism and post-colonialism has put a mark between what is called 'Western culture', and the 'Other' – Asia, Africa, and Latin America and the Caribbean. This ideology was then institutionalized and spread through a kind of 'colonization of minds' (a direct consequence of the imperialism put on the colonized, first by force, and later by political-ideology). As a consequence, culture as a whole (art, music, literature, etc), science, technology, economics, and history itself, have been driven by the occidental pattern (eurocentristic). In this way, the full sequence reached the culmination of it with the contemporary globalization (as a new kind of imperialism), market, 'democracies', consumerism, and the supremacy of western ideology (US-Europe) as a canon for the whole world. Art is not the exception. It has been captured and mediatized as a product, a commodity. In particular, artists have passed to be part of the big machine within capitalism. Artists have been reified, and transformed their art-works in a sort of fetishism. Thus, here we are.

