**Theme 4: Value judgment**

**COURSE TEXT and WORKSHEET (required to be completed and submitted)**

**Name and parallel group (A or B): ………………………………………………………………………..**

*Before you read*

**Warm-up questions**

How is it possible to determine the price of an artwork? Which factors

should be considered for an artwork’s evaluation? Who can determine the

real value of an artwork? Are the older artworks more valuable than the

modern ones?

**Skimming the text**

Read the text’s title (headings and subheadings) and

 Write some of the text’s keywords in the following blanks.

……………… ……………… ………………… ………………

 Write the names of some important people and places given in the

reading passage.

……………… ………..……… ………………… ………………

 Read the first sentences of each paragraph. What do you think the

reading is probably about?

………………………………………………………………………………

………………………………………………………………………………

………………………………………………………………………………

………………………………………………………………………………

**Group work (classroom task)**

Discuss the following terms in groups and compare your answers with

your partners.

 Value judgment  Art dealer

 Artwork’s price  Auction

 Art’s market  Art collections

*Part Ι. Reading*

**Value judgment**

[1] The word ‘art’ is also used to apply judgments of value; it is this use of the

word as a measure of high quality and high value that gives the term its

flavor of subjectivity. Making judgments of value requires a basis for

criticism. Though perception is always colored by experience, and is

necessarily subjective, it is commonly understood that what is not

somehow aesthetically satisfying cannot be art.

[2] However, ‘good’ art is not always or even regularly aesthetically

appealing to a majority of viewers. In other words, an artist's prime

motivation need not be the pursuit of the aesthetic. Also, art often depicts

terrible images made for social, moral, or thought-provoking reasons. For

example, *Francisco Goya*'s painting depicting the Spanish shootings of

3rd of May 1808 is a graphic depiction of a firing squad executing several

pleading civilians. Yet at the same time, the horrific imagery demonstrates

*Goya*'s keen artistic ability in composition and execution and produces

fitting social and political outrage. Thus, the debate continues as to what

mode of aesthetic satisfaction, if any, is required to define ‘art’.

[3] The assumption of new values or the rebellion against accepted notions

of what is aesthetically superior need not occur concurrently with a

complete abandonment of the pursuit of what is aesthetically appealing.

Countless schools have proposed their own ways to define quality, yet

they all seem to agree in at least one point; once their aesthetic choices are

accepted, the value of the work of art is determined by its capacity to

transcend the limits of its chosen medium to strike some universal chord

by the rarity of the skill of the artist.

[4] ‘Art’ is often intended to appeal to and connect with human emotion. It

can arouse aesthetic or moral feelings, and can be understood as a way of

communicating these feelings. Artists express something so that their

audience is aroused to some extent, but they do not have to do so

consciously. ‘Art’ may be considered an exploration of the human

condition; that is, what it is to be human.

[5] Art valuation, an art-specific subset of financial valuation, is the process

of estimating the potential market value of works of art and as such is more

of a financial rather than an aesthetic concern, however, subjective views of

cultural value play a part as well. Art valuation involves comparing data

from multiple sources such as art auction houses, private and corporate

collectors, curators, art dealer activities, gallery owners, experienced

consultants, and specialized market analysts to arrive at a value. Art

valuation is accomplished not only for collection, investment, divestment,

and financing purposes, but as part of estate valuations, for charitable

contributions, for tax planning, insurance, and loan collateral purposes.

**An art dealer**

[6] As stated there are several ways to get a valuation on art. The easiest is

to find out whether or not your art is by a ‘registered’ artist. This means

by an artist who has sold at auction, gallery or is showing in a museum,

whether dead or still living. If it is by a registered artist, you can find

values for other works by the same artist and do comparisons. This is the

simplified way, and not always accurate. Another way is to take it to a

local museum, and have their art experts, who frequently do appraisals,

look at the work, they would have the books that list every artist who has

ever sold a painting (almost) and could tell you more about your work,

they may or may not charge for this work and you would need to call

ahead to make an appointment. Another way is to take it to a large auction

house, one with a trustworthy reputation, check that part out first, and get

an appraisal, frequently these are free if you are going to sell the work,

other times they charge a percentage of the valuation, and sometimes it is

a flat fee. Check with the auction house first and establish price for the

evaluation. Those are the most frequently used ways of getting a value on

a piece of art.

*Part ΙΙ. Word study: Pronunciations, definitions and examples.*

***Translate (in writing) and learn the following vocabulary:***

**Abandonment (n.) /**əˈbandənm(ə)nt/

(1) The act of giving something up. (2) Leaving somewhere.

*In this slow-moving river port, signs of* ***abandonment*** *are everywhere.*

**Appealing (adj.)** /əˈpi:liŋ/

Attractive or interesting.

*Both sweet and sour cherries are* ***appealing*** *choices for the home garden.*

**Arouse (v.) /**əˈrouz/

(1) Evoke or awaken (a feeling, emotion, or response). (2) Excite or

provoke (someone) to anger or strong emotions.

*It would, however,* ***arouse*** *considerable opposition in the company.*

**Assumption (n.) /**əˈsʌm(p)ʃ(ə)n/

A thing that is accepted as true or as certain to happen, without proof.

*It's an* ***assumption****, in other words, that's unrealistic enough to be*

*considered somewhat bizarre.*

**Countless (n.) /**ˈkountləs/

(1) Too many to be counted. (2) Very many.

*This stadium cannot accommodate these* ***countless*** *spectators.*

**Criticism (n.) /**ˈkritəsizəm/

The analysis and judgment of a literary or artistic work.

*To be a popular manager you should consider the employees'* ***criticisms****.*

**Exploration (n.) /**ɛkspləˈreɪʃ(ə)n/

The action of traveling in or through an unfamiliar area in order to learn

about it; thorough analysis of a subject or theme.

*Each year, NASA spends a lot of money for space* ***explorations.***

**Outrage (n.) /**ˈaʊtreɪdʒ/

An extremely strong reaction of anger or shock.

*The government reacted to this suggestion with predictable* ***outrage****.*

**Plead (v.) /**pli:d/

(1) Make an emotional appeal. (2) Present and argue for (a position),

especially in court or in another public context.

*It's possible to* ***plead*** *academic freedom and say that it's a legitimate*

*question.*

**Prime (n.) /**prīm/

(1) Of first importance. (2) Main.

72 *English for the students of art*

*The* ***prime*** *minister has introduced his cabinet.*

**Propose (v.) /**prəˈpəʊz/

Put forward (an idea or plan) for consideration or discussion by others.

*Researchers* ***proposed*** *a mathematical model of death rate.*

**Pursuit (n.) /**pərˈsu:t/

The action of following or pursuing someone or something.

*One of the chief elements of the value of human life is freedom in the*

***pursuit*** *of happiness.*

**Rarity (n.) /**ˈre(ə)riti:/

The state or quality of being rare.

*The research project is stopped due to the* ***rarity*** *of data.*

**Repulsive (adj.) /**riˈpəlsiv/

Arousing intense distaste or disgust.

*What is this* ***repulsive*** *smell? Maybe a mouse is dead somewhere.*

**Squad (n.) /**skwa:d/

A small number of soldiers assembled for drill or assigned to some special task.

*He was dead before standing in front of the fire* ***squad****.*

**Subjectivity (n.)** /səbˈdʒektiviti/

Judgment based on individual personal impressions and feelings and

opinions rather than external facts.

*For being fairing the discussion, you should put your* ***subjectivity*** *aside.*

**Transcend (v.)** /trænˈsend/

Be or go beyond the range or limits of (something abstract, typically a

conceptual field or division).

*Religious rituals would* ***transcend*** *our souls.*

*Part ΙΙΙ. Exercises*

1. **Open questions (classroom task)**

Based on the text you have read, answer the following questions orally.

1- Why is the judging of artistic works subjective?

2- What do different schools of art have in common for judging the

value of art?

3- Who can evaluate the value of artworks?

4- What is the best way of judging an artwork in your opinion?

5-Why does making judgment of value require a basis for criticism?

**B. Comprehension check**

Read each statement and decide whether it is true or false. Write “T”

before true statements and “F” before false ones.

…..... 1. Value judgments are inevitably subjective.

……. 2. It is usually believed that what is aesthetically satisfying can be

considered as art.

……. 3. The rarity of the artist’s skill is a key parameter for judging

about the artworks.

……. 4. Cultural values play important roles in artistic valuation.

……. 5. Art valuation is accomplished only for collection, investment,

divestment, and financing purposes.

……. 6. Judging the value of artworks is usually free of charge.

**C. Multiple choice questions**

Read the reading passage carefully and select the most appropriate

answer for each of the following multiple-choice test items.

1- ‘Art valuation’ is …………….

A) an art-specific subset.

B) discussing the artwork subjectively.

C) the process of estimating the potential market value of works of art

D) selling the artwork.

2- ‘Appraisal’ in paragraph 6 is closest in meaning to …………….

A) appreciation.

B) estimation.

C) description.

D) explanation.

3- ‘Its’ in the first paragraph refers to …………….

A) Value judgment.

B) art.

C) subjectivity.

D) word.

4- What is the message of the reading passage?

A) Everyone can judge an artwork.

B) Value judgment is accurate.

C Value judgment is necessary .

D) Value judgment has different ways.

5- Judging the artworks of a ‘registered’ artist is …………….

A) the easiest type of value judgment.

B) always accurate.

C the most difficult if not impossible.

D) completely objective.

**D. Word formation**

Fill in the blanks with the appropriate words from the following table.

Make necessary changes.

**Noun Verb Adjective Adverb**

assumption assume assumptive

subjectivity subjective subjectively

outrage outrage outrageous outrageously

repulse repulse repulsive repulsively

1- The inspector’s ……………. about death was not probable but

possible.

2- This is absolutely …………….! You do not consider the facts

3- Please go and find another roommate! I cannot tolerate your

……………. behaviors any more.

4- He is very extravagant. Last night, he spends an ……………. amount

of money on entertainment.

5- She is not very kind to her husband and usually ……………. his

advances.

**E. Synonym finding**

Find a single word in the passage which means:

1 analysis (para.1) ……………………..

2 attractive (para.2) …………………….

3 discuss, argue (para.2) …………………….

4 higher, better (para.3) …………………….

5 leaving behind (para.3) ……………………..

6 very many (para.5) ……………………..

7 exact, correct (para.6) ……………………..

8 honest, reliable (para.6) ……………………..

9 normally (para.6) …………………….

10 cost, charge (para.6) ……………………..

**F. Matching**

Match the words in column Ι with their appropriate equivalents in

column ΙΙ. Insert the letters in the parentheses provided. There are more

choices in column ΙΙ than required.

**column Ι column ΙΙ**

1 basis (……) a. picture

2 majority (……) b. generous, helpful

3 depiction (……) c. judgment

4 universal (……) d. record, list

5 charitable (……) e. foundation, root

6 appraisal (……) f. worldwide, global

7 register (……) g. rarity

h. mainstream

**G. Cloze test (classroom task)**

There are some missing words in the following text. Find the best

choice for each blank and mark it in your book.

A value judgment is a judgment of the rightness or wrongness of

something or someone, or of the usefulness of something or someone,

based on a comparison or other relativity. As a …..(1)….., a value

judgment can refer to a judgment based upon a particular set of values or

on a particular value system. Most commonly the ….(2)….. value

judgment refers to an individual's ….(3)…... Of course, the individual's

opinion is formed to a degree by their belief system, and the culture to

which they belong. So a natural extension of the term value judgment is to

include declarations seen one way from one value system, but which may

be seen ….(4)….. from another. A value judgment formed within a

specific value system may be narrow, and may be subject to …..(5)….. in

a wider audience.

**1**. A) organization B) description C) generalization D) explanation

**2**. A) term B) mode C) system D) time

**3**. A) thought B) emotion C) feeling D) opinion

**4**. A) differently B) similarly C) uniquely D) constantly

**5**. A) agreement B) dispute C) harmony D) conformity

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