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POSITIVE IMPACT OF ART AS A COMMUNICATION INSTRUMENT ON ECONOMICAL PRODUCTIVITY

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Abstract: There are many factors that affect economical productivity like climate, or like raw materials or like international relationships or like psychology of employers. Professional organisations or companies use different instruments to increase productivity on economy. Spiritual conditions of employers and employees are especially regarded for economical productivity recently. Though economy is mostly a concrete area, main component of economy is human and human need spiritual support and impacts in his life. It is known that spiritual support always feed human and provide him much energy. Employers or companies who are interested in art and who participate in artistic activities become more productive than others and attract people to their productions.

Keywords: Art, Production, Economy, Communication, Employer

1. Introduction

It is the main matter in economy that growth of productivity to address larger mass and to gain much in economical world. Contemporary and attractive methods are always designed to increase productivity and employers often use psychological and cultural factors to increase productivity. The unique factor of productivity is not technical equipment and manpower but also many psychological factors and peaceful atmosphere and others.

A great number of economical organisations organise artistic activities and support artistic activities beside their production works and their marketing works since many decades. Professional companies and experienced employers train their workers for their production process and beside this guide their employees and also their administrators to art and artistic activities. It is known that art eases economical production and increase energy of workers and provides available atmosphere to produce. Many companies in the world have art sections beside their production departments and some of them provide their employers art education and art facilities. Employees and also administrators in companies participate in art education and artistic activities to feel themselves better and to have energy for their works. The most well-known companies in Turkey often support artistic activities and afford financing of artistic activities and some art educations.

2. Function of Art

“According to archeological datas, art was a natural component of man's life because of its humane function since the first man and people constituted their original life style by using art” (Bain, 1945, p.340). Art is the most effective way explored by human to tell everything in the world. It became an instrument of social life after man constituted a civilized life and used art to define himself and to communicate the others and to reveal accumulation of man (Connell,

1940). Art has generally shown itself as a result of social movements and by the time it has become a remarkable agent in those movements. For example, Renaissance Art was a result of protest and a great subdued accumulation. It illuminated firstly societies and then the whole world respectively. Many artists in Renaissance Period tried to show different dimensions of life and different techniques of occupations (Pestic, 2010). Renaissance was the unique time in when art was mostly used efficiency for people and art was realized as core of human.

Art is so motive that can cause a revolution and also can renovate spiritual world of a man. It brings many new designs and new ideas to spiritual worlds of people and can change all approaches and habits (Winestein, 2008). Impulse of art is an unique encouragement for man to live in safety and to plan future, and it is directly concerned with development of a society. Art is the main impulsion which takes people to enlightened future in developed societies. The main concept is that: Art is a way of communication and communication means civilized society. It is always revealed by extraordinary people to show others different ways to watch unknown components of the universe and to notice what is important for man. Artist gets people into a world where they see themselves more clearly and can find beauties of life. Artist can think extraordinary ways that can not be thought by others to solve problems and artists mostly protest faults in governmental organisation and social life by disclosing faults carefully in life and reflecting them. Either artists and common people were intertwined with art since the beginning. They all worked for art to reveal their energy and also to tell their expressions to others. Because of this, People always needed to learn artistic approaches and artistic works during their life. People are interested in art because of their spiritual need unconsciously (Roelstraete, 2009). Art answers responds of spirit of man and it also has a social role in social life.

One of main function of art is to point to differences in life and in the universe and to make people evaluate differences by realizing. Life is a complicated and multicomponent totality in which numerous components subsist and artists try to prove components which people detect easily. People always hope to meet artistic affects in their lives because of their hopes from life (Knowles *et al.* 2002). When people meet artistic affects in their lives, they watch valuable dimensions of life and they remember their humanistic roles in life. This is an aim of art: To remind people their vital role and their missions and to perform their responsibilities. None of artists draws a figure or compose a melody which is not about role of man in life or none of artists produces a work which does not point to a problem on earth. Someone who is interested in art watches the world through a different window apart from the others and he is interested in details of existence. He is more susceptible about human problems and about social improvement than the others (McKenna, 2006). A society necessarily needs someone who is interested in art and whose viewpoint can convey opinion of people to future. There is not any society who lives without art and who is unknown in international area. Many society use their original art as their identity and they are known with their arts in international area.

Art has a social function which arouses social movements. Activists know that art is important for their movements, yet social movement scholars have paid little attention to this topic. Many movements use art, and movement art comes in many forms (Adams, 2002). Function of art serve to aggregate people around collective opinions and expressions and to enable being society (Cereci, 2012). The result of art cause a social movement and provide people spiritual energy for social life and even for economical sector.

Man need spiritual requirements more than concrete necessities to live in peace and people also need spiritual and cultural requirements in social life to live in peace and to live in harmony. Art is one of spiritual requirements which can regulate life of man and provides man spiritual energy. Art increases spiritual energy of man in his individual life and increases cultural productivity in social life even in economical sector. Economy also need spiritual and cultural energy to provide increasing an productivity.

3. Impact of Art in Economy

Industrial development involves some requirements and sufficient conditions like technical substructure and like legal organisation and like available psychological atmosphere. Industrial

organisations try to provide the most available conditions for their administrators and for their employers to have high productivity (Suga, 2003). Productivity in economy increases due to many factors but especially increases due to psychological condition of administrators and employers. Cultural and artistic activities provide available contribution for psychology.

Many different factors and conjuncture influence productivity in economy in a country and cultural factors are especially used for growth of productivity recently. Media and historical values and holidays and other national or religious factors can increase productivity in economy (Fenn *et al.* 2009). Art is used to increase economical productivity in many sectors in many country all over the world. Art looks a foreign component in economical matters but art is closely concerned with economy because of its positive impact.

Economy mostly finds traces of productivity in innovations and art is one of main sources of innovations because of its innovator character (Francois and Roberts, 2003). Art presents people novel forms and novel approaches and guides people to different atmospheres from traditional worlds. Art always follows contemporary conjuncture to produce instead of conventional technics and conventional approaches. Economical productivity involves to observe contemporary conditions and conjuncture too (Balakrishnan, 2004). Art is always concerned with contemporary conditions and with conjuncture.

Employers especially use psychological conditions and characteristics of employees for growth of productivity and try to strengthen psychology of employees by art and by artistic activities like music or like theater or like painting (Postel-vinay and Turon, 2010). Some companies have theater groups or chorus in which employers or administrators present different performances in Turkey and in other lands. Productivity of those who are in artistic groups or artistic activities increase and contribute general economic productivity.

4. Conclusion

People intend to live in comfort and in peace and purpose to produce to satisfy in life. They choose different ways and different technics to be healthy and to be happy and people use different instruments and different places due to their life conditions. Employers and employees usually prefer to work in available conditions and to produce much to satisfy and they sometimes use art for increasing of productivity.

Art is one of main components of life since the beginning and provides people many psychological contribution and cultural values. People used art in many different parts of life and are fed by art and set available peace atmosphere by art. Art naturally conveys a motivation and energy to people because of its different and innovator character. Art is used to increase productivity in different sectors in the world, especially in education and in labor. Some music or painting or act occupations for administrators or for employees in a week support morales and convey energy and naturally increase productivity in economical activity.

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