Introduction

Calculated or Pleasant

The term "kitsch" emerged in the second half of the 19th century. Technological advances at this time led to the mass production of inexpensive paintings and prints. These supposedly less valuable goods should be differentiated from "true" art, as they lacked individuality.

The earliest use of the term kitsch dates back to 1860 and was used as a synonym for "sketch". In the following decades, it was primarily used to describe cheaply produced consumer goods that were overpriced in relation to their quality.

The question of whether kitsch is good or bad is not only discussed in the art scene. Since the turn of the century, there has also been an increasing debate in society and cultural studies about the core of this controversial cultural phenomenon. Those in its favour believe that it can embody simple emotions - opponents, on the other hand, accuse it of being a calculated emotional mendacity.