

ABSTRACT

This bachelor thesis deals with the problem of relation of fine artists towards the artistic norm. Artistic norm consists of an aesthetic norm and other social norms related to the artistic field. The first part of the thesis is devoted to the presentation of current knowledge about the study area, mainly theoretical approach of the aesthetic norm of Jan Mukařovský, analytical concept of social field, described by Pierre Bourdieu and concept of art worlds presented by Howard Becker. Research shows that artists perceive the aesthetic norm as an integral part of a broad normative group. It is important to take a good position in the hierarchically structured artistic field. Artists are trying to differentiate themselves not only in the mainstream, but also within the artistic field. This is ensured by their authentic design and unique style. Unlike the initial literature, research confirms that artists reflect their pragmatic interests and do not fear the loss of legitimacy of their artistic activities.