

**A Brief Analysis of Popular Aesthetics in Thailand:  
Subjective Culture vs. Objective Culture**

Otto F. von Feigenblatt

*Graduate School of Humanities and Social Sciences, Nova Southeastern University,  
Florida, USA*

*E-mail: vonFeigenblatt@hotmail.com*

**KEYWORDS:** Thai Culture. Globalization. Aesthetics. South-east Asia. Cultural Imperialism

**ABSTRACT** This paper deals with changes in popular aesthetics in Thailand. Following Georg Simmel's dialectic dyad of subjective culture and objective culture, it is argued that popular aesthetics in Thailand have moved from being based mostly on subjective culture to being imposed by objective culture. The situation is further complicated when external influences on Thailand's aesthetic objective culture are considered, such as trends from East Asia and from the West. Finally, some of the positive and negative consequences of the shift in popular aesthetics are discussed.