

# AD ETHICS

## COPY, IMITATION, FORGERY

The pedantic maxim "Accept only originals" is all right in some circumstances, wrong in others. ~~All reproductions of artworks are copies,~~  
The copies, reproductions and imitations of original artworks discharge a social function, namely the popularization of art. (Only forgeries, i.e. copies done ~~deliberately~~ to deceive are reprehensible.) All the great periods in the history of art have been characterized by a handful of innovators followed by hundreds of less talented artists who copied the former. Even great revolutionaries, such as Beethoven, ~~imitated~~ started by imitating their predecessors. The same in science: most scientists imitate the ~~the~~ research style of the a few masters, and sometimes they even adopt the same problems. We cry "Plagiarism!" only when →

the ends are lifted.

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