



MASARYK UNIVERSITY FACULTY OF ECONOMICS AND ADMINISTRATION



Culture Industry
Cultural Industries
Cultural quarter policies
Creative Industries

4. lesson

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The economic importance of the arts

- The social benefits of the arts on individual and community development had been argued by the Community Arts Movement since the 1960s. However – most of it was anecdotal and there were significant gaps in the documentation of work.
- From the early 1980s onwards, arts and cultural activity became an increasing feature of urban regeneration programmes in Britain.

Culture Industry

- First used by **Adorno** and **Horkheimer** in 1930s and 1940s.
- Used as a critical voice about mass entertainment
- They are used term „culture“ for „high culture“
- They (and others – Marcuse, Enzensberer, Williamse) have fear of mass media influence in democratic societies



Cultural Industries

- The concept of Cultural Industry was modified by the school of French sociologist (Morin, Huet, Miege) the end of 1960s
- from Cultural Industry to plural form Cultural Industries
- Argument – plural form is more complex:
 - public broadcast is different from books publishing and this is different from music label

Cultural Industries

- paper *„The Cultural Industries Sector: its definition and character from secondary sources on employment and trade, Britain 1984-91”* (Pratt, 1997)
 - argued that the cultural industries have a significant volume of trade and
 - estimate 4,5 % of all employees in Britain in 1991.
- Policymakers argued that in this context, cultural industries can make an effective contribution to:
 - wealth creation,
 - invisible exports and
 - employment.



Cultural quarter policies

- The Publication of the Policy Study Institute's „*The Economic Importance of the Arts in Britain*” (Myerscough, 1988) demonstrated, **through the use of a multiplier**, that direct spending on the arts led to spending another sectors of the economy, which in turn enhanced wealth and job creation, and made cities appear more attractive to citizens and companies.
- established the arts sector as a significant, growing and value-added sector which is **able to regenerate city quarters, small cities and regions**
 - Creative cities
 - Creative clusters

Creative Industries

- First used in 1994 in Australia
- Than in 1997 in UK – New Labor Party by Tony Blaire established Creative Industries Taskforce
- By 1997, the Creative Industries Sector had become recognized by supranational organizations such as the European Commission, the World Bank, national and local governments as a major force in the fast-changing global economy = new or creative economy





The report about UK Cultural Sector

- was published by the Policy Studies Institute (Selwood, 2001)

- showed that
 - over the period 1995-1999 cultural sector employment grew much faster than in the economy as a whole, and that
 - there has been a growing concentration of cultural occupations and industries.



Charles David Throsby 's definition of creative industries (Economics and Culture, 2001)

■ Core creative arts

- literature + music + performance and graphic arts

■ Other core cultural industries

- movies + museums + libraries

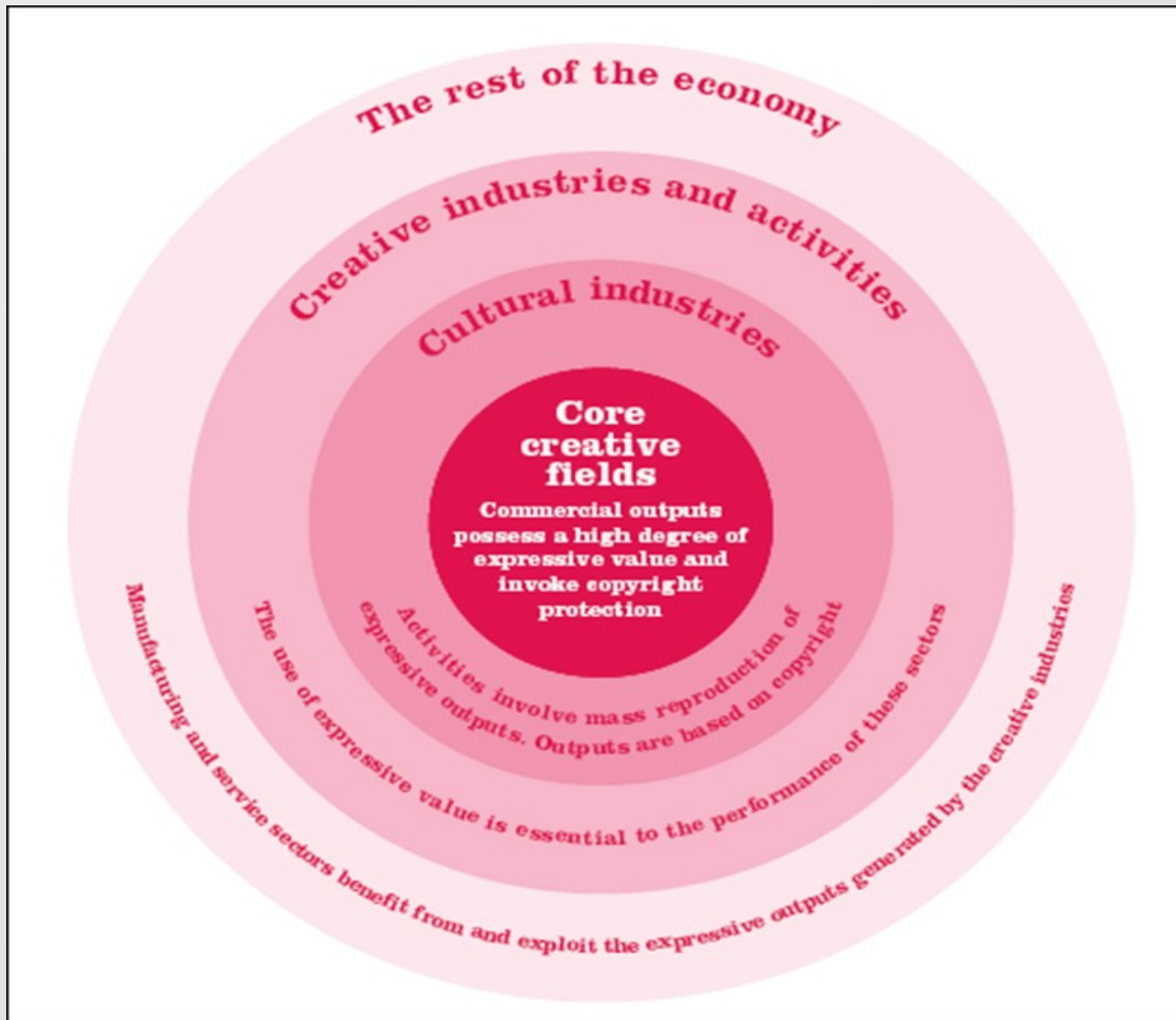
■ Wider cultural industries

- care of historical monuments + publishing + audio recording + television + radio + video- and PC games

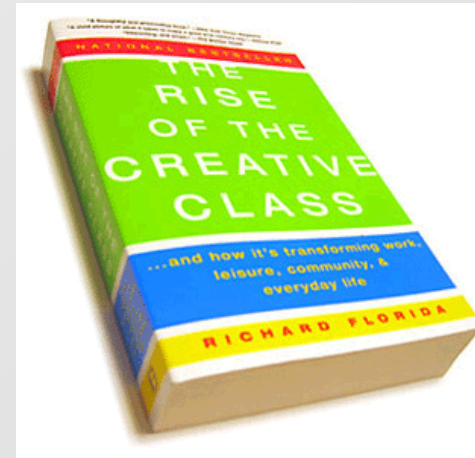
■ Related industries

- advertising + architecture + design + fashion





Richard Florida's Creative Class (2002)



- Creativity
 - the ability to create meaningful new forms is now the decisive source of competitive advantage
- Core of the Creative Class
 - researchers, development engineers, architects, designers, pedagogues, artists, musicians
- Creative Professionals
 - Working in areas of business, finance, law, health, and others

David Hesmondhalgh 's definition of creative industries (Cultural Industries, 2007)

- television + radio
- movie industry
- content aspects in internet industry
- music industry (labels)
- publishing (books and on-line texts)
- video- and PC games/digital games
- advertising and marketing

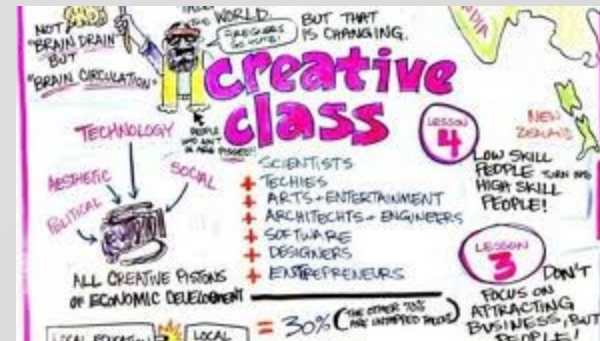
Definitions of Creative Industries used in political praxis

- UK
- Singapore
- UNESCO/European Commission



United Kingdom

- The creative industries are those industries that are based on individual creativity, skill and talent.
- They are also those that have the potential to create wealth and jobs through developing intellectual property.



Singapore

- Based on UK definition
- Industries which are inspired by cultural and artistic creativity and have the potential to create economic value through the generation and exploitation of intellectual property.
- To creative industries belong:
 - advertising, architecture, art and antiques markets, computer and video games, crafts, design, designer fashion, film and video, music, performing arts, publishing, software, television, radio.

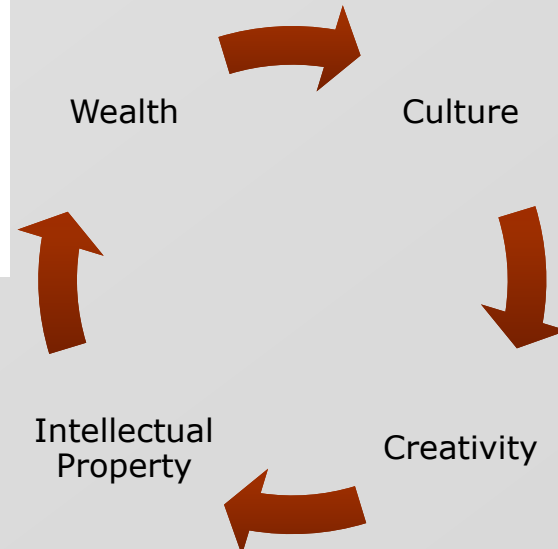
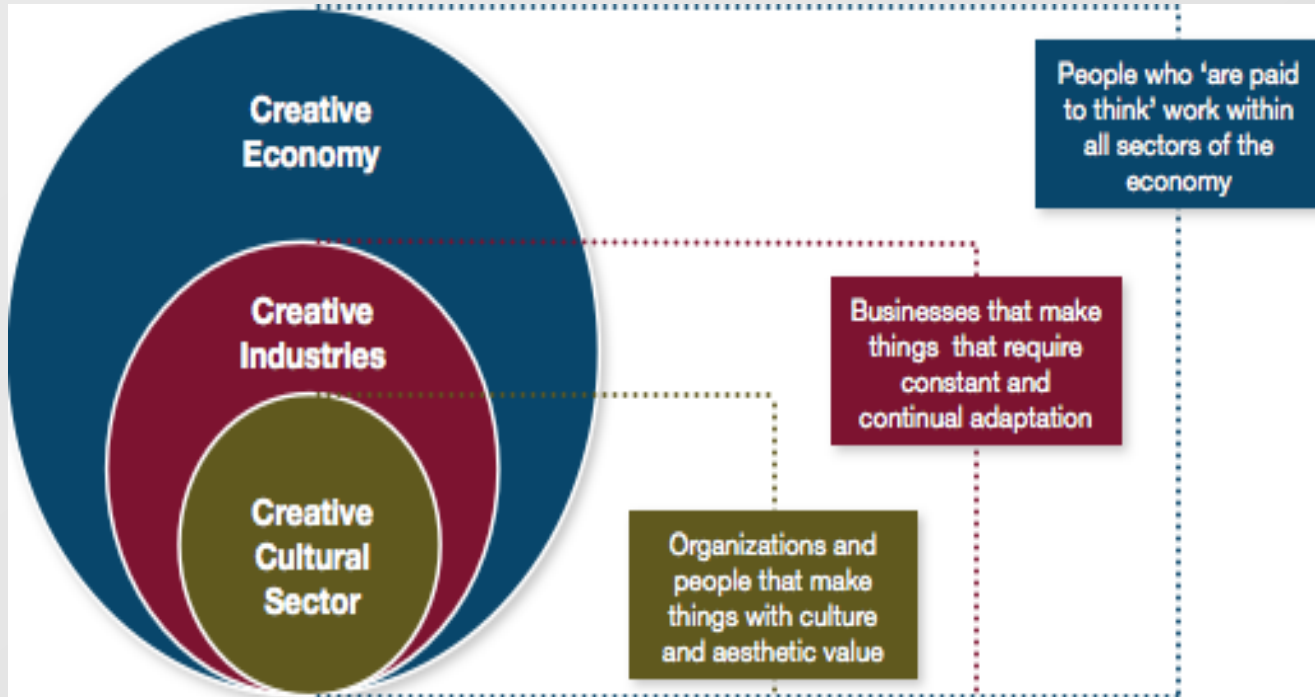


UNESCO/ European Commission

- Cultural industries refers to industries producing and distributing cultural goods and services.
- Cultural activities, goods and services refers to those activities, goods and services, which at the time they are considered as a specific attribute, use or purpose, embody or convey cultural expressions, irrespective of the commercial value they may have.



The Creative Economy



■ Showcase of Creative Industries

- <https://www.youtube.com/watch?v=u5apWhNFPpE>

■ 2012 Report on the Creative Economy - Share the Facts

- <https://www.youtube.com/watch?v=UuA1Oyc5o4o>