



Culture and Mass Media Economy





DEFINING CULTURE CULTURAL POLICY





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- II. Definition of cultural economics
- III. Economic characteristics of cultural goods
- IV. Cultural policy
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An abstract painting with vibrant colors and thick brushstrokes, featuring shades of green, orange, yellow, and black. The style is expressive and textured, with visible brushwork and a sense of movement.

Definitions

- What is culture?
- What is art?
- Difference?
 - Group discussion



I. DEFINITION OF CULTURE



An abstract painting with vibrant colors and thick brushstrokes, featuring shades of green, orange, yellow, and purple. The style is expressive and modern, with visible textures and bold lines.

Definition of culture

- Definition – long time discussions about this topic
- An international debate centered in UNESCO (United Nations Educational, Scientific, and Cultural Organization) since 1960s
 - **Term cultural heritage**

An abstract painting with vibrant colors and thick brushstrokes, featuring a mix of green, yellow, orange, and black. The style is expressive and modern, with bold lines and a rich palette.

Definition of culture (cont.)

- Narrow definition – specific cultural goods and services
- Wide definition – all, what make people different from other animals

An abstract painting with vibrant colors and thick brushstrokes, featuring a mix of green, yellow, orange, and black. The style is expressive and modern, with a focus on bold lines and rich textures.

Definition of culture (cont.)

- the arts and other manifestations of human intellectual achievement regarded collectively (Oxford dictionary)

The background of the slide is an abstract painting with vibrant colors and thick brushstrokes. The colors include shades of green, yellow, orange, red, purple, and black, creating a dynamic and textured composition.

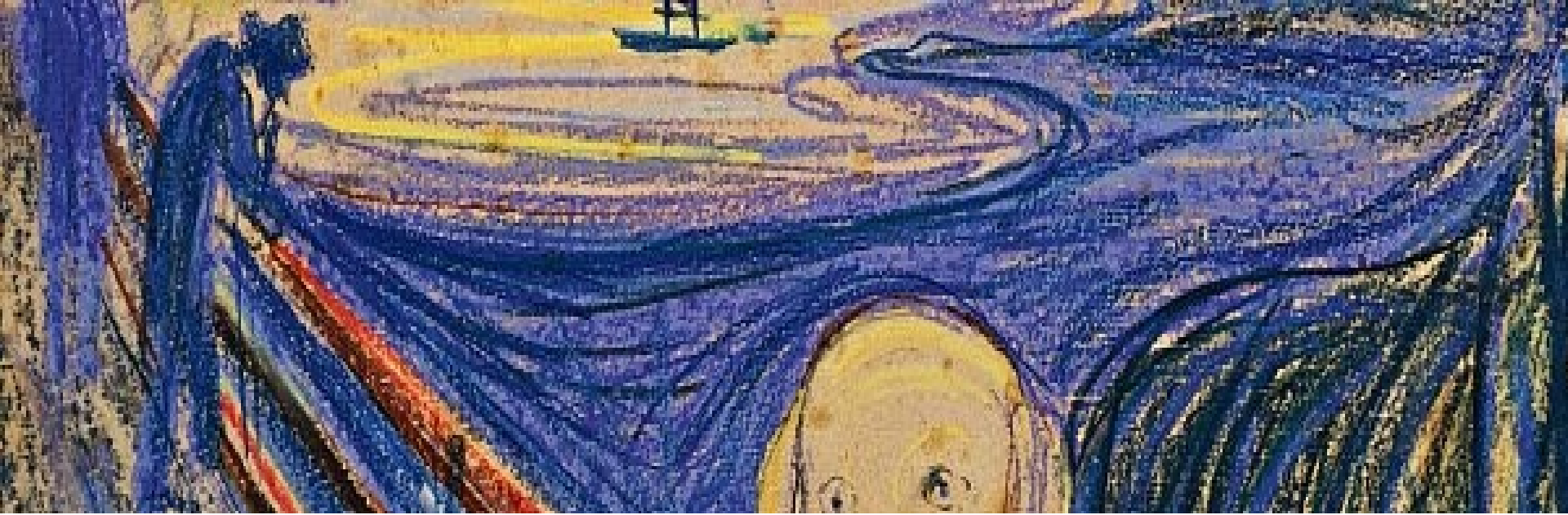
High culture vs. low culture

- High culture = visual and performing arts, heritage
- Low culture = cultural/creative industries, mainstream

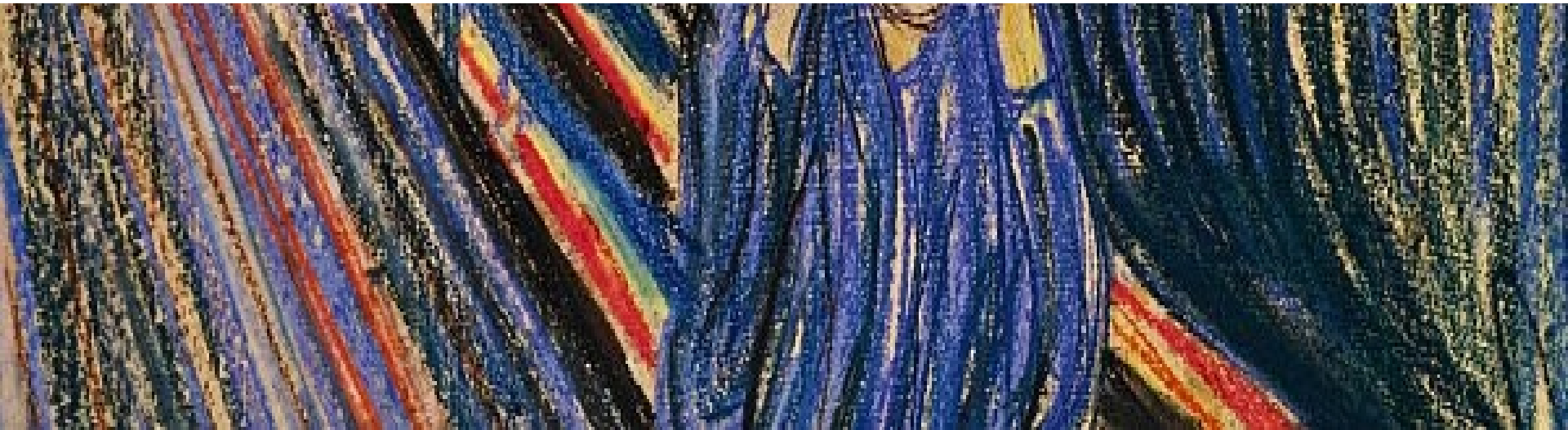
An abstract painting with vibrant colors and thick brushstrokes, featuring a mix of green, yellow, orange, and black. The style is expressive and modern, with bold lines and a rich palette.

Definition of arts

- the expression or application of human creative skill and imagination, typically in a visual form such as painting or sculpture, producing works to be appreciated primarily for their beauty or emotional power (Oxford dictionary)

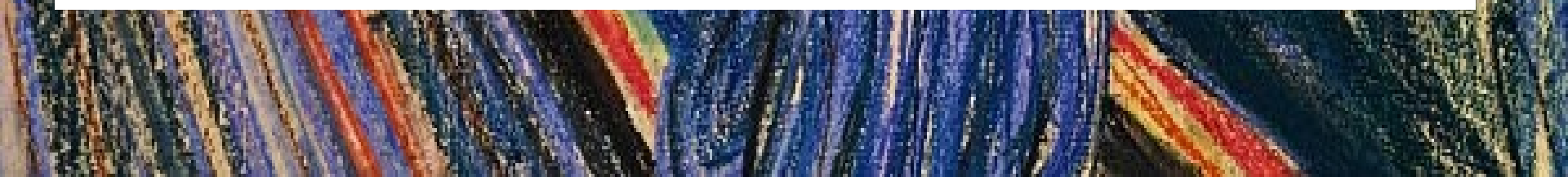


II. DEFINITION OF CULTURAL ECONOMICS



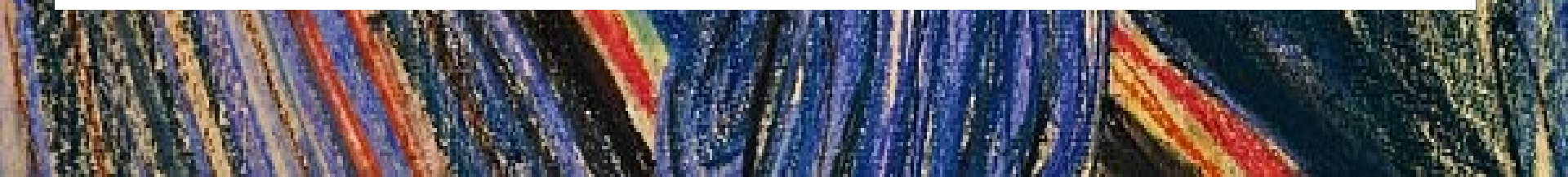


Cultural Economics

- **“Economics of the arts” vs. “Cultural economics”**
 - “Economics of the arts” more specific and narrow than the subject matter included in cultural economics
 - “Cultural economics” covers the creative and performing arts and heritage, as well as the cultural industries.
- 



Cultural economics (cont.)

- **Cultural economics is the application of economics to the production, distribution and consumption of all cultural goods and services.**
- 



III. CULTURAL GOODS AND SERVICES



Cultural goods and services

- Name cultural goods and services you know.
 - Group discussion

Cultural goods and services (cont.)

- Ballet
- Opera
- Orchestras
- Heritage
- Museums
- Publishing
- Cinema
- Television
- Broadcasting
- Music
- Visual arts (architecture, design, crafts, etc.)
- Festivals
- ...

Cultural goods and services

- Contain creative or artistic element
- Tangible (goods) vs. Intangible (services)
 - Examples?
- Immovable vs. Movable
 - Examples?
- Durable vs. Exist in particular time span
 - Examples?
- Final (supplied to consumers) vs. Intermediate (involved in production of other cultural products or non-cultural output)
 - Examples?

Cultural goods and services (cont.)

- Have cultural goods any common elements with all other goods and services?

Cultural goods and services (cont.)

- **Yes**

- Their production utilizes resources of land, labour and capital and other inputs, particularly human ingenuity.
- These resources may have other uses, so have an opportunity cost and a price.

- **No**

- They are not all sold on the market, though many are, as are the labour services of artists and other creative workers.
- Some are supplied by the government and may be provided free of charge, being financed out of taxes.



IV. CULTURAL POLICY



Cultural policy

- Priorities of the state regarding culture, general idea of the government's role in culture
- Production and supply side

Cultural policy (cont.)

- Before – concerned only “high culture”
- Now – broadened out, includes also cultural industries, crafts, etc.

Cultural policy (cont.)

- Cultural policy (cont.)
- The EU:
 - Supranational (authoritative governance institutions and policy-making activities above member states)
 - Intergovernmental perspective (bargaining processes among member states)
 - Confederal consociational perspective (protect own vital interests by consensus and achieve a certain unity of goals and solve common issues)
- National (financing):
 - Central,
 - Regional
 - local government

Cultural policy (cont.)

- **Ownership and cultural policy:**
- State-owned – owned and/or managed by civil servants (in some countries), revenues and costs absorbed by local authority (heritage)
- Publicly owned organizations – mimic market forces (shops in museums)
- Private organizations – controlled by financial (subsidy) and legal means (including restrictions, prescriptions)

Hillman-Chartrand model

- Facilitator – Tax reduces for donators (USA)
- Patron – Art Councils (UK)
- Architect – Ministry of culture (CZ, France)
- Engineer of the arts – State is owner and decisionmaker (China)

Cultural policy (cont.)

- **Economic dimensions of cultural policy:**
- Intervention in cultural markets
- Depends upon financial incentives and regulatory measures



V. CULTURAL POLICY IN THE CZECH REPUBLIC






Cultural policy in the Czech Republic

- Till 1989
 - State monopoly in culture
 - Political and ideological importance of culture
 - No motivation for efficient functioning of state organizations
- After 1989
 - Decrease in efficiency and collapsing of some cultural institutions due to inability to adapt to new economic situation
 - Increased prices and lack of resources on maintenance and reconstruction
 - Result – denationalization, privatization, transformation and dissolving of cultural organizations and spontaneous development of new infrastructure

Cultural policy in the Czech Republic (cont.)

- Cultural Policy 2009-2014:
 - “the Czech Republic wants to become a cultural crossroad, it wants to utilize its natural position in a free, open and creative way in the creation of its own culture, in the preservation of cultural heritage and its application in every realm of social life.” (Czech Ministry of culture, 2009)




Cultural policy in the Czech Republic (cont.)

- Tasks of the state:
 - to create optimal relations between culture and other realms of life of society,
 - develop creative opportunities in the economy, research and education, motivate donors,
 - provide sufficient resources to strengthen the competitiveness of the state in a global environment.

Cultural policy in the Czech Republic (cont.)

- Objectives:
 1. Use the benefits of the arts and cultural heritage and associated creativity to increase competitive strength in other areas and activities,
 2. Emphasize the role of culture in individual professional and personal development of citizens,
 3. Provide direct and indirect support to maintain existing cultural values and create new values as well,
 4. Create a transparent and non-discriminating environment for cultural activities



Cultural policy in the Czech Republic (cont.)

- Actual cultural policy 2015-2020
 - Document: Plan for implementation cultural policy 2015-2020
 - Support of culture identity
 - Support of culture diversification
 - Support of multicultural dialogue



Cultural policy

- Cultural policy in your country?

Sources:

- *Presentation made by Daria Kuchařová*
- *A handbook of cultural economics. Edited by Ruth Towse. Cheltenham: Edward Elgar, 2003.*
- *Simona Škarabelová et al. Ekonomika kultury a masmédií. Brno: Masaryk University, 2007*
- *Michelle Reeves. Measuring the economic and social impact of the arts: a review. London: Arts Council of Eglan, 2002*
- *National Cultural Policy Czech Republic 2009-2014. Ministry of Culture, Prague, 2009*



THANK YOU FOR ATTENTION!



Short paintings Quiz

Who is author of these paintings?









Claude Monet 1875





Results

- Pablo Picasso
- Edvard Munch
- Vincent Van Gogh
- Claude Monet
- Josef Lada
- Andy Warhol