



Media and Cultural Industries

Week 2



Sample Quiz

- 1) Present one reason why the cultural industries matter?
- 2) The author uses the term “symbol creators” instead of “artists”; Why?
- 3) The author distinguishes between Core and Neighboring Cultural industries:
What separates them in their definition according to the author
- 4) Name two terms the author discusses as alternatives to Cultural Industries



Terms:

- Streaming Services
- Texts
- Mediated Communication
- Power
- Symbolic creativity/symbolic creators
- Circulation
- Legacy media
- Autonomy

Why do the Cultural Industries Matter?

- **The Cultural Industries make and circulate products that shape knowledge and understanding**
 - Media influence
 - Media power/interests
 - Representing the world
 - *who we (think) we are*
 - *how we know others*
 - *Norms and Values (democracy, justice, human rights, etc.)*

Studying the Cultural Industries help us to understand how texts take the form they do and how these texts have come to play such a central role in contemporary societies

They are Complex, Ambivalent, and Contested

Why do the Cultural Industries Matter?

The Cultural Industries manage cultural production and labour

- Creativity (Cultural Production is centered on symbol making)
 - Symbolic creativity/symbol creators (incorporates the work of those involved in the production and sharing of knowledge)(inclusive) vs. Genius/Artist
 - Shape what texts communicate
 - *Ambivalent (inequalities)*
 - *How does production relate to human experience of culture and knowledge*

Why do the Cultural Industries Matter?

The Cultural Industries have a key role in economic life

- Significant sources of wealth and employment in many economies
- How is the economy related to culture and society
 - Brands
 - Digitalization



Matters of Definition

- Cultural Industries: those institutions that are most directly involved in the production of social meaning
- Text = a matter of degree between functional and communicative aspect of a sign
- Cultural Industries = profit making (as well as state/non-profit)

Cultural Industries: industries base don the industrial production and circulation of primariely or highly informational and aesthetic-expressive products (texts) and that are centrally-reliant on the work of symbols creators.



Core Cultural Industries

Deal Primarily with the **industrial production and circulation of Texts**

- *Peripheral Cultural Industries are of lesser social and cultural influence/less involved in reproduction of texts (e.g. theater)*

- TV and Radio
- Film
- Music
- Print and Electronic publishing
- Video and Computer Games
- Advertising, Marketing, and Public Relations
- Web Design



Neighboring Cultural Industries

- Consumer electronics/cultural industry hardware (vehicles)
- Information technology (engineers)
- Telecommunications (infrastructure)
 - Fashion (hybrid industry)
 - Sport (competitive)
 - Design (functional)
 - Social Media (platforms; commodification of ordinary sociality and communication)



Alternative Terms

- Media Industries (what is media)
- Information Industries (too inclusive?)
- Entertainment Industries (too specific – legacy media)
- Creative Industries (policy orientations)

Cultural Industries invokes a certain tradition of thinking about this term