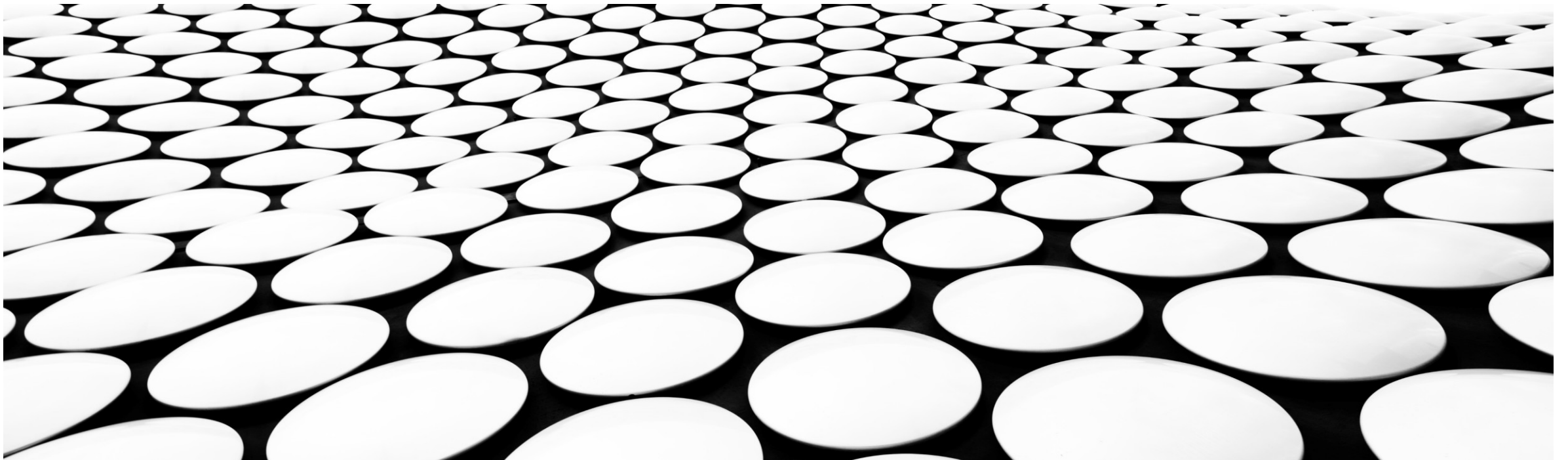

MEDIA & CULTURAL INDUSTRIES

WEEK 3





QUIZ QUESTIONS:

According to the reading

- 1) Define Horizontal and Vertical Integration
- 2) Define Concentration and The Long Tail
- 3) Explain the switch in terminology from using the “The Culture Industry” to Cultural Industries

THE MARVEL UNIVERSE



MUSIC

- The Pop Star



FROM “THE CULTURE INDUSTRY” TO CULTURAL INDUSTRIES

- Adorno/Horkheimer – The Culture Industry
- Commodification/Industrialization of Culture
- Move towards a more complex, ambivalent and contested understanding of these industries



DISTINCTIVE FEATURES OF THE CULTURAL INDUSTRIES

■ Problems:

- Risky Business (cash cows; unpredictable tastes; reliance on supplemental chains of production)
- Creativity/Commerce Dialectic(romantic vision vs. reality)
- High Production Costs and Low Reproduction Costs (audience maximization)
- Semi-Public Goods (create artificial scarcity through limits to access)

■ Responses

- Misses are offset against hits by building repertoire (throwing mud against the wall)(The Long Tail of Niche Sales vs. Blockbusters)
- Concentration, integration and co-opting publicity (Horizontal and Vertical Integration, Internationalization, Multisector integration(cross-promo))
- Artificial scarcity (copyright/advertising/control of redistribution potential (DRM))
- Formatting: Stars, genres, serials (Star System; commercial organization)
- Loose control of symbol creators; tight control of distribution (Creative Management of production, distribution, and marketing)

CULTURAL INDUSTRIES: RESPONSES TO THE CHALLENGE OF MAKING A PROFIT FROM CULTURE

- How to
 - explain patterns of change and continuity
 - Assess change and continuity
 - Politics and Ethics
- The complex professional era of cultural production
 - Extent, evaluation, explain change
- **Neoliberalism**
- **Information Society Discourse:** Ways of Thinking about knowledge, culture and economy impacts public policy on business, communication and culture