



Cultural Industries

The 20th Century and Why they Began to Change



Frameworks for analysis/understanding

- Why consider the origin/changes within the Cultural Industries?
- Extent of Change
- Evaluation of Change



History

- Three Eras
 - Patronage/artisanal
 - Market professional
 - Corporate professional (PSU) (Advertising)
 - A new social and economic significance for commercial cultural production
 - Complex Professional (complexity in the division of labor)
 - Cultural Industries have become increasingly important to national economies and global businesses

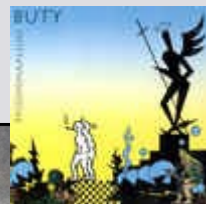


The Cultural Industries

- Industrialization
 - Significant capital investment, mechanized production, division of labor
- Commodification
 - Transforming objects and services into commodities
 - Consumption (privatization)
 - Production (exploitation/cooptation)
- Marketization
 - Societies are coordinated via market dynamics (structures/discourse)
- What are the implications of the further commodification of culture?

Business Ownership, Structure, Control

- Corporation
- Conglomerates/Oligopoly
- Integration
- Convergence (utopia/dystopia)
- Patterns of Organization
 - Project team, primary creative personnel, technical workers, creative managers, marketing personnel, owners and executives, unskilled/semi-skilled labor
 - Degrees of Creative Autonomy – Creativity vs. Commerce



Quality


- Integrity vs. Sell Out
- Getting paid for what your art?





Internationalization

- Cultural forms, cultural technologies, cultural industries
- Textual Change
 - Choice, diversity, multiplicity
 - Hollywood/Fragmentations



Challenges to Conceptualization (Reductionism)

- Technological Determinism
- Economic Determinism
- Cultural Determinism
- Understood in relation to other factors



The Long Downturn

- The Rise of Neoliberalism
 - Labor relations/cultural legitimization (cultural industry rhetoric)
 - Information society (data)
 - Investments
 - Toward service industries (decline in traditional labor relations/rise of outsourcing)
 - Internationalization (costs/mergers & acquisitions)
 - Organizational innovation & restructuring
 - Decline of Large Corporation/rise of inter-firm networking
 - Corporate strategic alliances
 - New methods of management/corporate restructuring
 - Changing work patterns
 - Sociocultural and textual changes
 - Genres/technologies/accelerations
 - “Walkman”