Media and Cultural Industries

Week 2

Sample Quiz

1) Present one reason why the cultural industries matter?
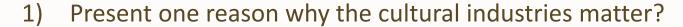
2) The author uses the term "symbol creators" instead of "artists"; Why?

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

Considerations:

- – Why do definitions matter?

- – Why do the cultural industries matter?

- – Why does studying the cultural industries matter?

- – What does utilizing a critical perspective mean?

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

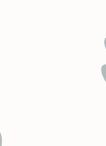- Text = a matter of degree between functional and communicative aspect of a sign

- Cultural Industries = profit making (as well as state/non-profit)

Cultural Industries: industries based on the industrial production and circulation of primarily 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