



# Cultural Industries

The 20<sup>th</sup> Century and Why they Began to Change



# Terms:

- Marketization
- Oligopolies
- Convergence
- Economic Determinism
- Cultural Determinism
- Long Downturn
- Information Society
- Flexibility



# 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
    - 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

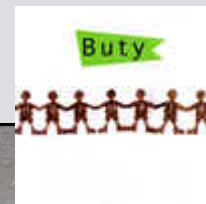
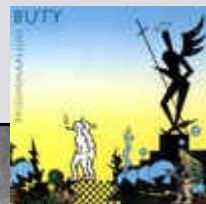


# The Cultural Industries

- 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 your art?






# Internationalization

- Cultural forms, cultural technologies, cultural industries
- Textual Change
  - Choice, diversity, multiplicity, quality
  - 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 (flexibility)
      - 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”