



POLICY CHANGE

Week 6

Considerations

Public vs Private broadcasting services

- PBS/CT1

Creativity vs. Commodification

- [Britpop](#)/[K-pop](#)

Scenes vs. Creative Clusters

Policy

- Relationship between Government and Markets
 - Legislate, regulate, subsidise
 - Cultural policy, media policy
 - Public ownership, (re-) deregulation [privatization, lifting of restraints, expansion of private ownership]
 - Public Service/Interest (p. 152) vs. Corporate interests
 - Telecommunications: public resource/private utility
 - Government as Father/Tyrant
- 1980s (Downturn) – increase efficiency of utilities
- Five Waves of Marketization (History)
 - International policy bodies (p162)
 - Copyright (intellectual Property) /public domain (how we define/remunerate creativity)
 - Fair use (our use)
 - Happy Birthday/China
- Policies are both responses to, and products of, sociocultural, economic, and technological conditions, but they have also been fundamental in triggering transformations in the cultural industries.

Creative Cities, Industries, Economies

- Cultural Policy – High/Low Culture, Economics
- Creative Cities, Clusters, Economies (tourism/branding)
- Entrepreneurship, Regeneration (returns on public investment)
- Conclusion – p. 195