



C r e a t i v i t y , C o m m e r c e &  
O r g a n i z a t i o n

Week 9

# Creativity, Commerce & Organization

- How have the relationships changed?
- How has structural features of organization changed?
- How much creative autonomy exists?



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# Loose but Tight

“Autonomy”

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## Marketing

- Budgets
- Blitzkrieg
  - Blockbuster Syndrome
- Informing creativity
  - Consulting
  - “Creative input”
  - Short term profits vs. prestige/innovation



# Audience Research

- Market Research (control risk)
  - Conglomerate oversight (portfolio management)
  - Data/Formulas
  - Test Screening, Focus Groups
- Advertising (selling your audiences)
- Advertising as creative art (?)
- Branding (artificiality/authenticity)
  - Questions of “quality”
  - Born: “Spaces of attention vs. idea generation”
- Digital Age = Audience Surveillance (Users)
  - Data driven yet ...
    - skewed algorithms and questions of data interpretation
    - More central/more contested
- “Continuity” in Decision-Making





# Autonomy

Journalistic Autonomy – most at stake

- owners, editors (hiring), shareholders, sources, dominant discourses/values (nation, class, gender)
- Indirect coercion exercised in everyday professional routines

Popular Music

- Questions of quality and performance (“selling out”)
- Songs in Advertising

Theater

- Assembly-Line franchise productions
- Precarious Labor/work situations (arts)
- Networking



Enjoy  
Your Day!