

Cultural Policies in Global Capitalism

Code: 42450
ECTS Credits: 6

Degree	Type	Year	Semester
4313227 Media, Communication and Culture	OT	0	2

Contact

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Use of Languages

Principal working language: catalan (cat)

Prerequisites

No special requirements.

Objectives and Contextualisation

The course studies the development of cultural policies from western public administrations. Their promotion of cultural activity and protection of their industrial sectors, linguistic and cultural heritages, etc.

The objective is to prepare people able to take the responsibility for planning policies and leading the management of the main institutions around which the macro-sector of culture and communication is organized.

Competences

- Continue the learning process, to a large extent autonomously.
- Lead and work in interdisciplinary teams.
- Plan and lead basic and applied research projects in media communication and culture.
- Plan, direct and evaluate policies on culture and communication in both the local and the international fields using the new forms of social communication
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Continue the learning process, to a large extent autonomously.
2. Design and plan actions for intervention in the public and private cultural funding models
3. Design and plan actions that contribute to public policies on universal access to culture, information and knowledge.
4. Design, plan and conduct research projects for application to the management of cultural facilities
5. Design, plan and conduct research projects for implementation at local, national and international cultural policies field
6. Designing and implementing cultural policy actions and communication in the new technological environment
7. Lead and work in interdisciplinary teams.
8. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Content

Program

- 1.- Contemporary precedents of cultural policies. Schooling and literacy. Processes of cultural unification from the state: the nation-state.
- 2.- Public policies and initiatives in the field of culture during European industrialization. European metropolis and cultural institutions. The emancipatory role of culture in the working and popular tradition during the gestation of mass culture. The fight against exclusion and the role of states.
- 3.- The cultural policies of the great totalitarian states. From Franco-British hegemony to American hegemony. Culture as a brand image of states during modern times
- 4.- The relationship between politics, economics and culture. Strategies for public intervention on cultural heritage. The economic and symbolic potential of cultural heritage. Culture and identity.
- 5.- Popular culture of participation and culture of popular consumption. Public policies and autonomy of popular culture. Intervention and reassignment of meaning to collective cultural practices. The mass culture and the hegemony of the entertainment industries.
- 6.- Public media policies as a basis for cultural policies. Media and networks as infrastructures of culture. The assignment of the prescriptive function in the field of culture: school and the media.
- 7.- The impact of technological change on culture and the ways of accessing and participating in it. Contemporary cultural infrastructures and facilities (archives, libraries, museums ...). The models of financing of culture. Public and the private sector.
- 8.- The cost and the social profitability of culture. Cultural budgets. Social responsibility, sponsorship, patronage, dating, relief ..., the attitude of private capital to culture. Collecting and private foundations.
- 9.- The guarantee of universal access to culture, information and knowledge as the basis of social and equality policies. Cultural policies as social policies and as the fourth leg of the welfare state. The public service in the cultural sphere. The risks of gratuity.
- 10.- The transcendence of culturization and the autonomous ability to process information as the foundation of personal freedom and the democratic quality of societies. Towards new modalities of public intervention on culture in the era of networks and communities.

Methodology

Weekly sessions, complemented with a visit to any relevant Institutions (National Theatre, National Museum, etc.).

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Regular sessions	60	2.4	8, 6, 2, 3, 4, 5, 1, 7
Visit to any Cultural Institution	10	0.4	8, 6, 2, 3, 4, 5, 1, 7

Assessment

Evaluation mark: participation in the seminar (20%); reading files (30%); project (50%).

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Debates. Participation.	20%	0	0	8, 6, 2, 3, 4, 5, 1, 7
Project	50%	40	1.6	8, 6, 2, 3, 4, 5, 1, 7

Reading files	30%	40	1.6	8, 6, 2, 3, 4, 5, 1
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Bibliography

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