



DEFINING CULTURE CULTURAL POLICY

Daria Kuchařová

Content

- I. Definition of culture
- II. Definition of cultural economics
- III. Economic characteristics of cultural goods
- IV. Cultural policy
- V. Cultural policy in the Czech Republic
 - Students' presentations – who and when?

Definitions

- What is culture?
- What is art?
- Difference?
 - Group discussion



I. DEFINITION OF CULTURE

Definition of culture

- Definition – long time discussions about this topic
- An international debate centered in UNESCO (United Nations Educational, Scientific, and Cultural Organization) since 1960s
- Synonym for the performing and visual arts
- Culture was a bulwark against mass society

Definition of culture (cont.)

- Narrow definition – specific cultural goods and services
- Wide definition – all, what make people different from other animals

Definition of culture (cont.)

- the arts and other manifestations of human intellectual achievement regarded collectively (Oxford dictionary)

Definition of culture (cont.)

- Three key characteristics of culture and cultural activities (Throsby, 2001):
 - “...the activities concerned involve some form of creativity in their production...”,
 - “...concerned with the generation and communication of symbolic meaning...”,
 - “...their output embodies, at least potentially, some form of intellectual property”

High culture vs. low culture

- High culture = visual and performing arts, heritage
- Low culture = cultural/creative industries, mainstream

Definition of arts

- the expression or application of human creative skill and imagination, typically in a visual form such as painting or sculpture, producing works to be appreciated primarily for their beauty or emotional power (Oxford dictionary)

Definition of arts (cont.)

- Art is a behavior which involves:
(Anderson, 2000)
 - human creation,
 - created through the exercise of exceptional skills,
 - produced in a public medium,
 - intended to affect the senses, and
 - seen to share stylistic conventions with other works from the same time and place.



II. DEFINITION OF CULTURAL ECONOMICS

Cultural Economics

- **“Economics of the arts” vs. “Cultural economics”**
- “Economics of the arts” more specific and narrow than the subject matter included in cultural economics
- “Cultural economics” covers the creative and performing arts and heritage, as well as the cultural industries.

Cultural economics (cont.)

- **Cultural economics** is the application of economics to the production, distribution and consumption of all cultural goods and services.



III. CULTURAL GOODS AND SERVICES

Cultural goods and services

- Name cultural goods and services you know.
 - Group discussion

Cultural goods and services (cont.)

- Ballet
- Opera
- Orchestras
- Heritage
- Museums
- Publishing
- Cinema
- Television
- Broadcasting
- Music
- Visual arts (architecture, design, crafts, etc.)
- Festivals
- ...

Cultural goods and services

- Contain creative or artistic element
- Tangible (goods) vs. Intangible (services)
 - Examples?
- Immovable vs. movable
 - Examples?
- Durable vs. Exist in particular time span
 - Examples?
- Final (supplied to consumers) vs. Intermediate (involved in production of other cultural products or non-cultural output)
 - Examples?

Cultural goods and services (cont.)

- Have cultural goods any common elements with all other goods and services?

Cultural goods and services (cont.)

- **Yes**

- Their production utilizes resources of land, labour and capital and other inputs, particularly human ingenuity.
- These resources may have other uses, so have an opportunity cost and a price.

- **No**

- They are not all sold on the market, though many are, as are the labour services of artists and other creative workers.
- Some are supplied by the government and may be provided free of charge, being financed out of taxes.

Cultural goods and services (cont.)

- Can the allocation of resources via the price mechanism produce the socially desirable output of cultural goods and services?

Cultural goods and services (cont.)

- **No**
- Have an element of public goods characteristics in them that markets cannot fully take into account through prices:
 - Positive externality = Degree of “publicness” (non-excludability)
 - Consumer demand doesn’t reflect full value of the goods
 - Supply can’t provide publicly needed volume and structure of cultural goods and services



IV. CULTURAL POLICY

Cultural policy

- Priorities of the state regarding culture, general idea of the government's role in culture
- Production and supply side

Cultural policy (cont.)

- Before – concerned only “high culture”
- Now – broadened out, includes also cultural industries, crafts, etc.

Cultural policy (cont.)

- The EU:
 - Supranational (authoritative governance institutions and policy-making activities above member states)
 - Intergovernmental perspective (bargaining processes among member states)
 - Confederal consociational perspective (protect own vital interests by consensus and achieve a certain unity of goals and solve common issues)
- National (financing):
 - central,
 - regional
 - local government

Cultural policy (cont.)

- **Ownership and cultural policy:**
- State-owned – owned and/or managed by civil servants (in some countries), revenues and costs absorbed by local authority (heritage)
- Publicly owned organizations – mimic market forces (shops in museums)
- Private organizations – controlled by financial (subsidy) and legal means (including restrictions, prescriptions)

Hillman-Chartrand model

- Facilitator – Tax reduces for donators (USA)
- Patron – Art Councils (UK)
- Architect – Ministry of culture (CZ, France)
- Engineer of the arts – State is owner and decisionmaker (China)

Cultural policy (cont.)

- **Economic dimensions of cultural policy:**
- Intervention in cultural markets
- Depends upon financial incentives and regulatory measures



V. CULTURAL POLICY IN THE CZECH REPUBLIC

Cultural policy in the Czech Republic

- Till 1989
 - State monopoly in culture
 - Political and ideological importance of culture
 - No motivation for efficient functioning of state organizations
- After 1989
 - Decrease in efficiency and collapsing of some cultural institutions due to inability to adapt to new economic situation
 - Increased prices and lack of resources on maintenance and reconstruction
 - Result – denationalization, privatization, transformation and dissolving of cultural organizations and spontaneous development of new infrastructure

Cultural policy in the Czech Republic (cont.)

- Cultural Policy 2009-2014:
 - “the Czech Republic wants to become a cultural crossroad, it wants to utilize its natural position in a free, open and creative way in the creation of its own culture, in the preservation of cultural heritage and its application in every realm of social life.” (Czech Ministry of culture, 2009)

Cultural policy in the Czech Republic (cont.)

- **Tasks of the state:**
 - to create optimal relations between culture and other realms of life of society,
 - develop creative opportunities in the economy, research and education, motivate donors,
 - provide sufficient resources to strengthen the competitiveness of the state in a global environment.

Cultural policy in the Czech Republic (cont.)

- Objectives:
 1. Use the benefits of the arts and cultural heritage and associated creativity to increase competitive strength in other areas and activities,
 2. Emphasize the role of culture in individual professional and personal development of citizens,
 3. Provide direct and indirect support to maintain existing cultural values and create new values as well,
 4. Create a transparent and non-discriminating environment for cultural activities

Cultural policy in the Czech Republic (cont.)

- Cultural policy 2015-2020???

Cultural policy

- Cultural policy in your country?

Sources:

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**THANK YOU FOR
ATTENTION!**