

## **GCIN2003**

### **Cultural Policy: A Complex Marriage of Business, Politics and Culture**

**6 credits - total learning hours: 150**

**Session C: July 16 – Aug 3, 2018**

**10:00 to 13:00, Mon-Fri**

#### **Course Description**

This course examines the relationship between cultural policy and the development of the global creative industries. It will analyze why and how the state intervenes in the production, distribution and consumption of cultural goods and ideas. It will trace the development of cultural policies in different countries through a comparative approach and explore the impact and limitation of national cultural policy in the global arena.

#### **Aims and Objectives**

- 1) Enable students to understand the emergence and development of cultural policy in a specific context.
- 2) Enable students to examine the complex interaction among business, politics and culture in the creative industries.
- 3) Encourage students to evaluate the impact of cultural policy in different regions.
- 4) Engage students in critical discussions on the role of government in the development of the creative industries.

#### **List of Topics to be covered in meetings**

- 1) Cultural Analysis, Technology and Power
- 2) Discourse of Cultural Policy
- 3) Cultural Policy Proper and As Display
- 4) Rhetoric of Development, Diversity and Tourism
- 5) Culture, Capitalism and Critique
- 5) Television and Film
- 6) Music
- 7) The Arts and Museums
- 8) Cultural Policy in Hong Kong
- 9) Cultural Policy in Mainland China and Taiwan

#### **Teaching resources**

McGuigan, Jim. *Rethinking Cultural Policy*. (Berkshire, U. K.: Open University Press, 2004)

(Please note the topics and teaching resources may vary and are provided here as a guide.)

#### **Assessment**

100% coursework

#### **Learning outcomes:**

On successful completion of the course, students should be able to:

- 1) Explain the affordances of the development of the cultural policy.
- 2) Evaluate the effectiveness of the cultural policy of different regions.
- 3) Critically analyze the interplay between business and politics in the formulation process of the cultural policy.
- 4) Reflect on the role of the state in shaping the cultural formation of society.