

Cultural Industry

Academic Year: (2023 / 2024)

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Department assigned to the subject: Humanities: History, Geography and Art Department

Coordinating teacher: VERDU SCHUMANN, DANIEL ANDREAS

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None.

OBJECTIVES

At the end of the course the student is expected to:

- Know the main characteristics of the cultural and creative industries and their different manifestations (business, institutions, etc.), as well as their implications from an economic, social and ideological point of view and in the configuration of contemporary subjectivities.
- Reflect on the nature of cultural industries and of related concepts such as mass culture, popular culture, creative industry, mass media and the market.
- Be able to critically analyze creative works in the context of their production, distribution and consumption.
- Know the current state of the art regarding the cultural and creative industries in relation to digitization and globalization, and particularly how such processes affect creative industries.
- Locate the information necessary to correctly fulfill his or her duties, as well as interpret it in order to elaborate contents and well-formed opinions.
- Communicate and argue with academic rigor on the contents of the course, both in oral and written form.
- Work with neatness, efficiency and in depth, both on his or her own and in groups.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Presentation
2. A definition of cultural industries from an economic perspective
3. Culture and economics
4. Cultural industries and marxism
5. Economy of culture and communication in the digital era
6. Film industry
7. Advertising posters
8. Pop art
9. The music industry
10. The role of language in the music industry
11. Cultural products and services
12. Spanish Copyright Law
13. Collective rights management societies
14. The new European Internet
15. Culture as myth
16. Culture: from subjectivism to objectivity
17. The idea of culture
18. The cultural State
19. Culture and identity
20. An alternative approach: the "Ley de desarrollo inverso"

LEARNING ACTIVITIES AND METHODOLOGY

- Inductive and constructive work methodologies will be used, in a combination of theoretical and practical classes.
- Students will analyze and discuss texts and cultural products proposed by the teacher.
- Each student will have to present orally an article that will be assigned to him/her at the beginning of the course.
- Each student will have to make a text commentary that will be provided by the teacher.
- There will be a system of tutorials, which may be face-to-face or online.

ASSESSMENT SYSTEM

% end-of-term-examination/test:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

CONTINUOUS ASSESSMENT: 60 %, divided into:

1. Participation in Aula Global assignments: 25 %
2. Text analysis: 20 %
3. Individual assignment (oral presentation of an article): 15 %

FINAL EXAM: 40 %

BASIC BIBLIOGRAPHY

- Christiaan De Beukelaer and Kim-Marie Spence Global Cultural Economy, Routledge, 2019
- David Hesmondhalgh The Cultural Industries, Sage, 2013
- Dominic Power and Allen J. Scott (eds.) Cultural Industries and the Production of Culture, Routledge, 2004
- Ilya Kiriya, Panos Kompatsiaris and Yannis Mylonas (eds.) The Industrialization of Creativity and Its Limits, Springer, 2020
- Jesús Martín-Barbero Communication, Culture and Hegemony: from the Media to Mediations, Sage, 1993
- Kate Oakley and Justin O'Connor (eds.) The Routledge Companion to the Cultural Industries, Routledge, 2015
- Nissim Otmazgin and Eyal Ben-Ari Creative Context: Creativity and Innovation in the Media and Cultural Industries, Springer, 2020
- Néstor García Canclini Hybrid Cultures: Strategies for Entering and Leaving Modernity, University of Minnesota Press, 1995
- Ruth Towse and Trilce Navarrete Hernández (eds.) Handbook of Cultural Economics, Edward Elgar, 2020
- Scott Lash and Celia Lury Global Culture Industry, Polity, 2007
- Theodor W. Adorno The Culture Industry. Selected Essays on Mass Culture , Routledge, 1991