



Introduction to cultural policy studies

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- Discussion task



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Timetable

- **Wednesday 20.9.2017, 10:15-13:00, Ylistökem 3**
Miikka Pyykkönen: Introduction to cultural policy
- **Wednesday 27.9.2017, 10:15-14:00, Ag D223.2**
Miikka Pyykkönen (10-12)
Kaisu Kumpulainen (12-13)
Mikko Jakonen (13-14)



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Timetable

- **Wednesday 4.10.2017, 10:15-14:00, Ylistökem 3**
Miia Huttunen (10-11)
LUNCH (11-12)
Aleksi Lohtaja (12-13)
Minna Ruusuvirta (13-14)
- **Monday 9.10.2017, 14-16, L310**
Pilar Herrera Guevara: Artists and cultural patrimony
- **Tuesday 10.10.2017, 10:15-13:00, OPK 238**
Jukka Kortelainen (10-11)
Tatiana Romashko (11-12)
Taija Roiha (12-13)

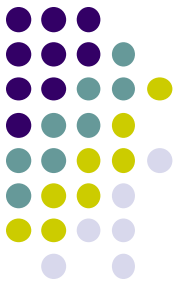


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Completion mode

- 8 pages individual essay or learning diary as a final work of the course. The topic is optional, but it should base on at least one of the topics of the research lectures and combine elements from the introductory lecture and 2-3 of the exam books in it.

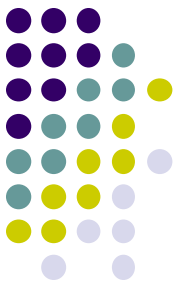
1. Bell, David & Oakley, Kate (2014): Cultural Policy.
2. McGuigan, Jim (2016): Neoliberal Culture.
3. Pyykkönen, Miikka et al. (2009): What About Cultural policy?
4. Pacquette, Jonathan & Redaelli, Eleanora (2015): Arts Management and Cultural Policy Research.



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Culture

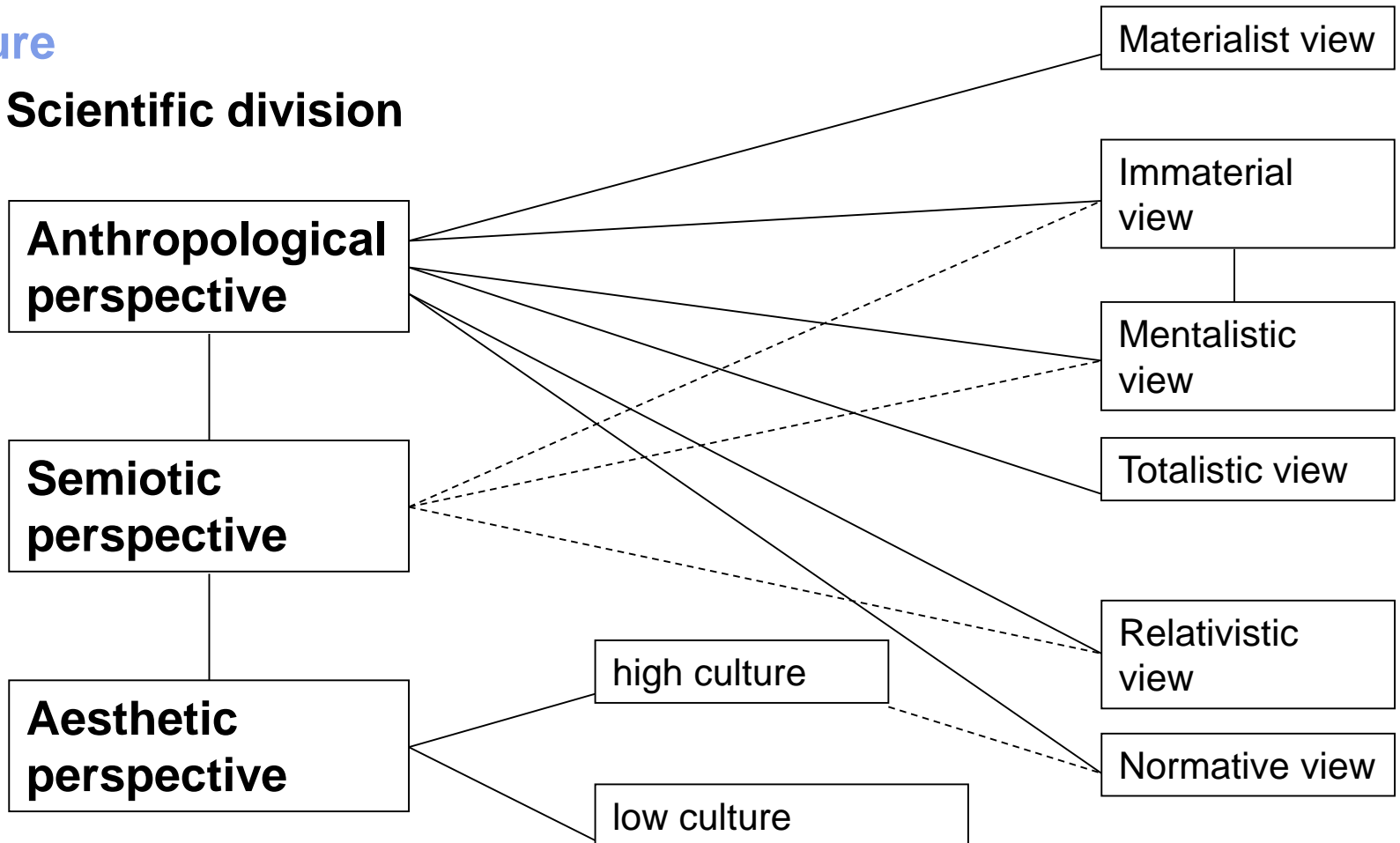
- Kroeber & Kluckhohn (1952): 175 different definitions
- Origin: *colere*, cultivation of land (agriculture) -> *cultura*, cultivation of human spirit and mind
 - a) Culture = art(s) and creative expressions of heritage – narrow signification (ministries, art worlds)
 - b) Culture = signifying system/semiosis
 - c) Culture = way of life (incl. language, belief system, shared ways of thinking and behaviour, institutions, etc.) – broad signification.
 - d) Culture = civilization (old understanding, correlation to the nation-state building, legitimation of education and the differentiation between high and low brow).



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Culture

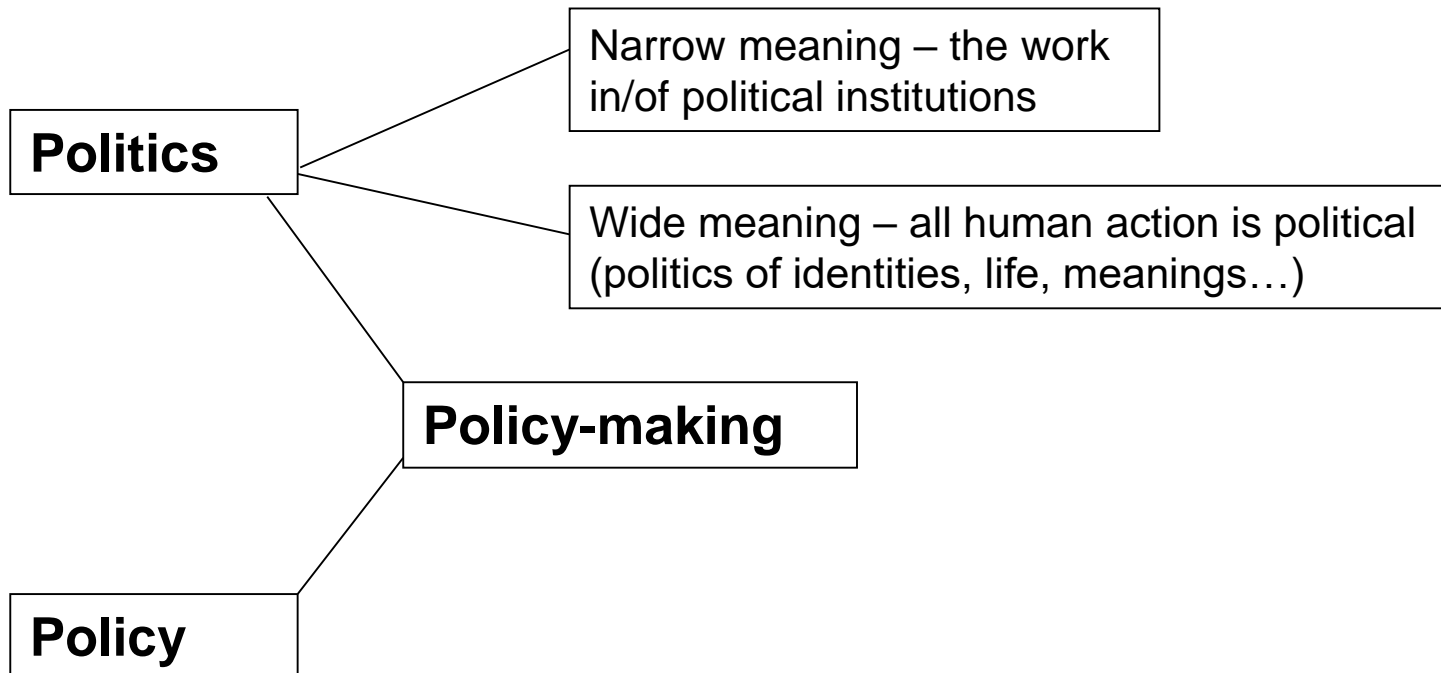
- Scientific division





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- **Politics**





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4 intertwined processual dimensions of politics (Palonen 2005, 470):

- **Polity (arena of politics)**
- **Politicizing (making an issue political)**
- **Policy (certain systematic political line)**
- **Politicking (doing politics with an issue accordingly certain line or principle)**

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Cultural policy

a) **Narrow understanding:**

The regulation of artistic, creative and heritage actions by the political system or its institutions

b) **Broad understanding:**

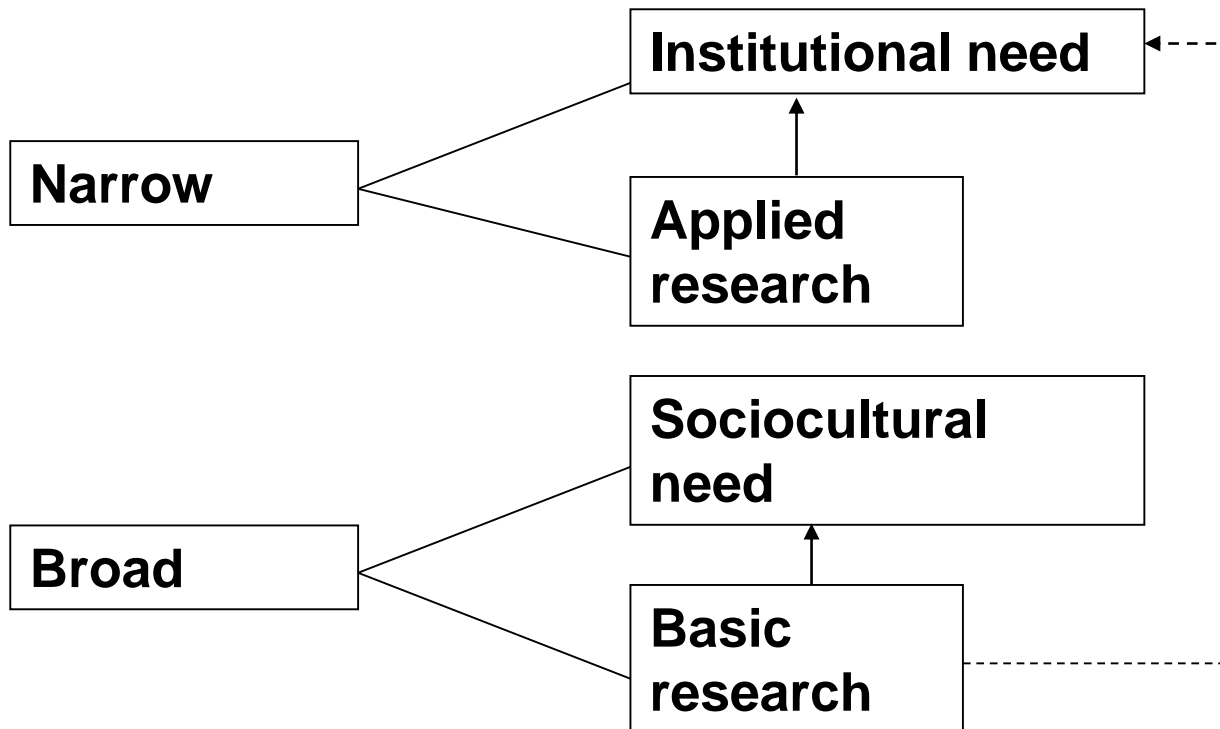
Work, organization, contestation and negotiation in the fields of arts and culture by public, private, third and individual actors (incl. politics of meanings, identities, lifestyles etc.)



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Cultural policy

- The need for narrow and broad understanding (Häyrynen 2006, 16-17):





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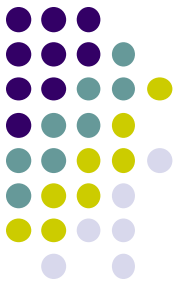
Public cultural policy

- General models (Chartrand & McCaughey 1989):
 - *Facilitator* (tax reductions, USA)
 - *Patron* (unconditional support for arts through Arts Council or the like peer review institutions, UK)
 - *Architect* (Ministry granting, instrumental aims, France)
 - *Engineer* (supporting only the “right arts”, totalitarian regimes)
- Arm’s length principle



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- Discourses of public cultural policy (McGuigan)
 - 1) State/stating: "Neutral" organization, conduct and enablement of cultural actions.
 - 2) Market/marketizing: Cultural production is at its best under the "laws" of the markets.
 - 3) Civil/communicating: The purpose of cultural policy is to promote the democratization of the society and equal opportunities for communication – civic organizations and free associations of the citizens are the basis of good cultural policy.



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The governance of public cultural policy in Finland

- Ministry of Education and Culture
- Cultural policy
- Finance of arts and culture
- Ministry **and** the system of cultural policy
- The Arts Promotion Centre Finland
- Unions **and** associations
- Educational institutions



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The big lines of Finnish cultural policy

- 1) Building the nation state (1860-1960)
- 2) Welfare state (1960-1990)
- 3) Competition and commercialization (1990 ->)
- 4) Creative economy and “competitiveness nationalism” (2010 ->)?

Current cha(lle)nges in Nordic cultural policies



- Globalization
- Digitalization
- Multiculturalization
- Economization
- Welfareization
- Regionalization



Globalization

- Challenges the *national political basis* of cultural policy; decisions on culture cannot be made entirely from the nation state perspectives anymore -> the meaning of cultural diplomacy highlights again.
- Challenges the *national economic basis* of cultural policy; national cultural products and expressions compete extensively with imported products -> power of big corporation grows, new means and opportunities for small producers as well.
- Challenges the *national cultural basis* of cultural policy; how can we understand 'culture' as a certain kind of way of life in the context where everything 'cultural' mingles constantly?
- Challenges the *national basis and patterns of cultural production and consumption*; the modes and ways of expressions and consumer trends move and mix.



Digitalization

- Revolutionizes the dissemination -> basically unlimited markets for all artists.
- Make way for new international agreements, organizations, conventions.
- Revolutionizes the possibilities of doing and facilitating; e.g. [digital arts](#) and global crowd sourcing and funding.
- Revolutionizes the relationship between producers and consumers -> 'prosumers' (samples, Youtube-videos, memes etc.)
- Challenges the traditional author/owner copyrights: does it serve the public; does it stifle an individual's creativity rather than encourage it; are laws made for the use of big companies; too complicated and expensive for individual artists; big companies manipulate individual authors.
- Problem for cultural policy: if the production networks and streams cross the national boundaries, how can a nation state be a sufficient frame for laws, funding and facilitating?



Multiculturalization

- Can anyone be a subject of cultural policy regardless of her/his ethnic background?
- Who and which groups are to be included in the national narratives and representation by arts and cultural institutions?
- The position of artists with ethnic minority background: universal measures or inclusion with special arrangements? [Taike grant](#)
- [UNESCO's](#) understanding of common universal heritage and diversity as the fundamental character of it.
- Beyond multiculturalism: [cosmopolitanism](#)



Economization

- Previously effective anti-commodification views within culture: Adorno (cultural industry is harmful for the intrinsic value of arts and creativity of individuals) & Bourdieu (cultural capital has an “economic logic reversed”).
- Since 1990's the common view has been quite the opposite: culture and economy are fixedly intertwined; culture is a branch of economic production of its own -> impacts on the national and local economy.
- Creative/cultural industries, creative/cultural economy and entrepreneurship.
- NPM/managerialism; public institutions have to operate like enterprises -> economic objectives, financial directors and balanced scorecards for public cultural institutions.
- Projectification of the public cultural policy (outsourcing)



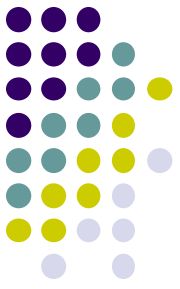
Welfareanization

- Since 1960s cultural policy has been part of welfare policies (democracy, equality, participation, access) in Nordic countries. -> Culture contributes to the *common welfare* of the society with the background in “social democratic equality”.
- In this Millennium a new tone has entered this framework due to the economization trend and ageing of the population: culture can have significant impacts on *individual's* vitality, wellbeing and health.
- Arts and culture become part of social and health services and well-being at work through e.g. visual, musical and participatory interventions.
- “From collective / population-based purposes to personal aims and instrumentalization.”



Regionalization

- Has always been a strong “trend” in Norway and Sweden; the power from the ministry and arts council’s central bureau moves to the regional offices and actors.
- Regional development, vividness and sustainability through decentralization of cultural governance and administration. Clear continuation of the “Nordic tradition”.
- No such regional cultural policy of public institutions in Finland (state and municipalities instead of regional institutions), but a tradition of regional arts councils.
- Pressures to public regionalization is now strengthening through the [regionalization of social and health services](#) in Finland too.



Questions for the group discussion

1. Current trends in your country of origin and the existence of the above mentioned challenges?
2. To what side of arts and culture you would try to “invest”, if you would work for the ministry of culture in your country?
3. How much should cultural heritage and traditions of a country mean in the adaptation top new trends?