

Course Title : Cultural Policy and Community
Course Code : CUS3410
Recommended Study Year : 3/4
No. of Credits/Term : 3
Mode of Tuition : Lecture-Tutorial
Class Contact Hours : 3 hours per week
Category in Major Prog. : Required for Area of Concentration / Programme Elective
Prerequisite(s) : None
Co-requisite(s) : None
Exclusion(s) : None

Brief Course Description : This course introduces students to cultural policy as a practical domain in which government, private enterprise and communities interact to manage and develop culture understood as a collective resource. Using case studies to explain the work of cultural policy as a community-building strategy that may contribute to the building modern nation-states, we examine the factors affecting the development of the arts, the media and cultural education in contemporary societies. Special attention is put on the policy issues posed to cities and communities today by the complex forces of cultural globalization. Key issues may include regulation, censorship, access to cultural goods and decision-making processes; cultural consumption, identity politics and citizenship; cultural imperialism, nationalism, and region-formation; cultural planning, urban renewal and community participation; the cultural/creative industries, talents and education.

Aims :

1. To introduce students to the global and local dynamics involved in the shaping of public policies on culture;
2. To study the major concerns on contemporary culture from policy perspectives, thus highlighting a crucial dimension to our understanding of the roles and uses of culture in the world today;
3. To examine case studies drawn from various social contexts and develop critical perspectives on the values, politics and strategies involved in cultural policy, economy, community and institution;
4. To help students to understand better the relationships among cultural criticism, cultural studies and policy studies.

Learning Outcomes : On completion of the course, students will be able to:

1. Identify and analyze the key issues addressed, and provide informed views on the concerns of cultural policy in context;

2. Explain with evidence how culture operates as a resource in specific social settings;
3. Relate theoretical problems in cultural policy studies to concrete local issues;
4. Demonstrate how global and regional dynamics in cultural development affect the shaping of cultural citizenship and policy;
5. Explain how policy affects the work of cultural institutions, and demonstrate a capacity to formulate policy recommendations on the relationship between culture and community.

Indicative Content

: Why Cultural Policy Now?

- Culture as a “resource” under globalization
- Resource management: goals and strategies for cultural policy

“Top-down Policy”

- State projects of nation-building; concerns of cultural economy
- Problems with top-down cultural policies

Cultural Institutions: Cultures of Governmentality

- Arts, heritage and tourism
- Creativity management and creative industries

Whose “Culture”?

- From consumerism, identity to citizenship
- Strategic dilemmas: re-thinking urban creativity as a contemporary policy
- Local identity struggles & global cultural changes

Challenges Today

- Culture, policy and governance
- Cultural citizenship: Planning, engagement and sustainability
- Questions of culture and democracy

Teaching Method

: Lecture and Tutorials

Measurement of Learning Outcomes:

Learning Outcome	Assessment Method			
	Tutorial Work & Project Preparation	Mid-term Assignment	Term Project	Final Exam
1. Students will be able to identify and analyze the key issues addressed, and provide informed views on the concerns of cultural policy in context	X	X	X	X
2. Explain with evidence how culture operates as a resource in specific social settings	X	X	X	X
3. Relate theoretical problems in cultural policy studies to concrete local issues	X	X	X	X
4. Demonstrate how global and regional dynamics in cultural development affect the shaping of cultural citizenship and policy			X	X
5. Explain how policy affects the work of cultural institutions, and demonstrate a capacity to formulate policy recommendations on the relationship between culture and community			X	X

Assessment

: Students are assessed on the basis of 70% Continuous Assessment and 30% Final Examination, with the following grade distribution:

Tutorial Work & Project Preparation	[20%]
Mid-term Assignment	[20%]
Term Project	[30%]
Final Examination	[30%]

References

Required/Essential Reading:

Crane, D., Kawashima, N., and Kawasaki, K. *Global Culture: Media, Arts, Policy and Globalization*. New York and London: Routledge, 2002.

Chua, Beng Huat. *Structure, Audience and Soft Power: East Asian Pop Culture*. Hong Kong: Hong Kong University Press, 2012.

Recommended/Supplementary Readings:

Bennett, Tony. "Putting Policy into Cultural Studies", in *Cultural Studies*. Eds. Lawrence Grossberg, Cary Nelson and Paula Treichler. New York: Routledge, 1992, pp. 23-34.

Cunningham, Stuart. "Cultural Studies from the Viewpoint of Cultural Policy", in Lewis and Miller, pp. 13-22.

Garnham, Nicholas. "From Cultural to Creative Industries: An analysis of the implications of the 'creative industries' approach to arts and media policy making in the United Kingdom", *International Journal of Cultural Policy* 11:1 (2005), pp. 15-29.

Hesmondhalgh, David and Andy C. Pratt. "Cultural Industries and Cultural Policy". *International Journal of Cultural Policy* 11:1 (2005), pp. 1-13.

Lewis, Justin, and Toby Miller. Eds. *Critical Cultural Policy Studies: A Reader*. Malden, Oxford, Carlton & Berlin: Blackwell, 2008.

Pratt, Andy C. "Cultural Industries and Public Policy: An Oxymoron?" *International Journal of Cultural Policy* 11:1 (2005), pp. 31-44.

Stevenson, Deborah. *Cities and Urban Cultures*. Berkshire, UK: Open University Press, 2003.

Stevenson, Nick. *Cultural Citizenship: Cosmopolitan Questions*. Berkshire, UK: Open University Press, 2003.

Throsby, David. *Economics and Culture*. Cambridge: Cambridge University Press, 2001.

Williams, Raymond. "Defining A Democratic Culture". Part 1 of *Resources of Hope: Culture, Democracy, Socialism*. Ed. Robin Gable. London: Verso, 1989, pp. 1-38.

Yúdice, George. *The Expediency of Culture: Uses of Culture in the Global Era*. Durham and London: Duke University Press, 2003.

Important Notes:

1. Students are expected to spend a total of 9 hours (i.e. 2 hours of class contact and 7 hours of personal study) per week to achieve the course learning outcomes.
2. Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is "the presentation of another person's work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student's own work". Students are required to strictly follow university regulations governing academic integrity and honesty.
3. Students are required to submit writing assignment(s) using Turnitin.
4. To enhance students' understanding of plagiarism, a mini-course "Online Tutorial on Plagiarism Awareness" is available on <https://pla.ln.edu.hk/>.