

Dissonance and Convergence: Culture, Creative industries and Development

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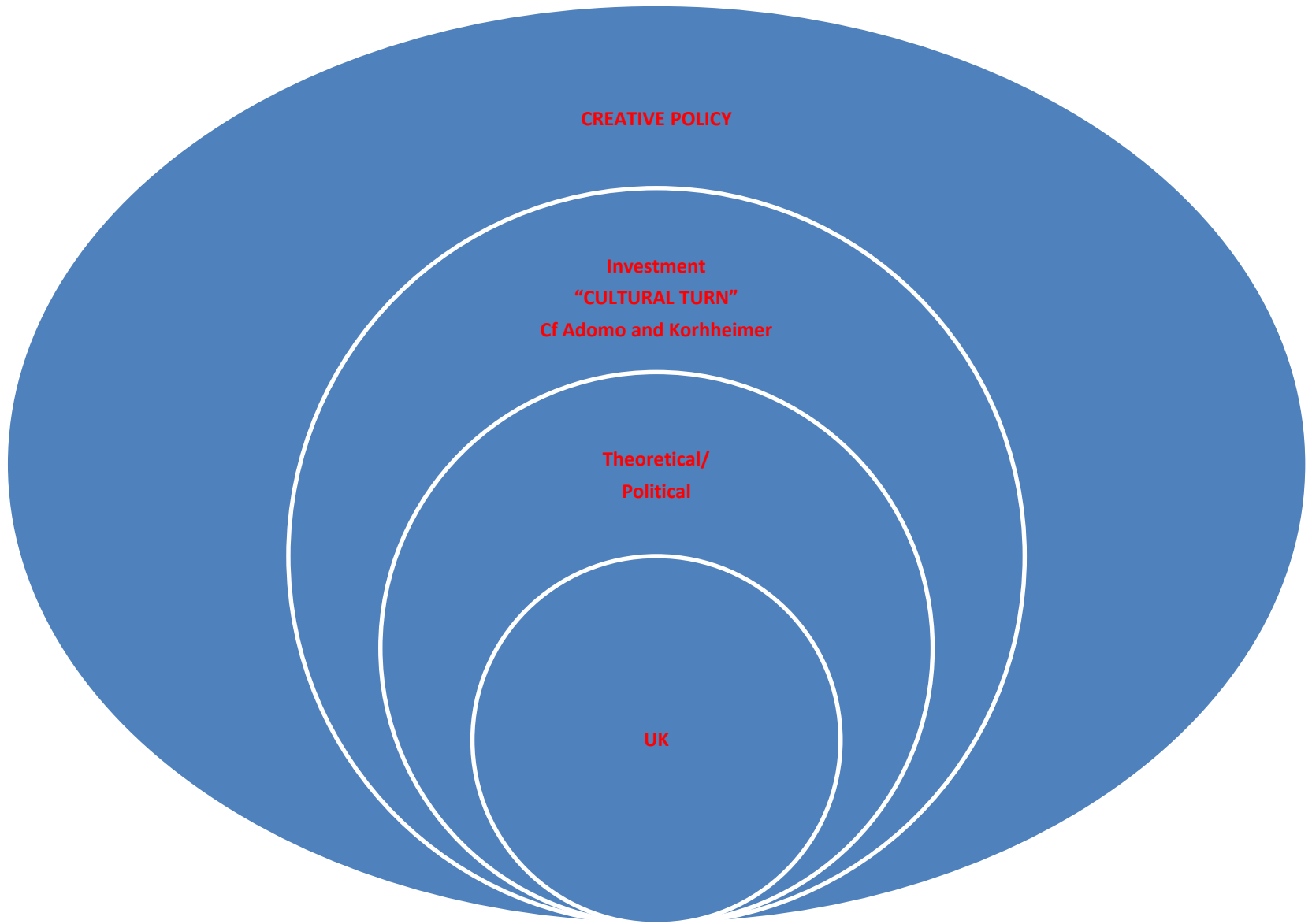
Abstract

- At the heart of the fierce debates around the definitions of ‘culture’ and ‘creative industries’ and their deployment in the name of ‘development’, **are deeper questions that we have ask around the nature and purpose of art in a globalised 21st century world.** More complex relationships between art, in its broadest sense, and the global economy need further interrogation if we are develop effective policies that support and develop the arts in fast-paced information driven economies. In this paper, these points of dissonance and convergence are unpacked and interrogated. The paper suggest that we need to take **a longer historical view of these definitions,** as they have huge implication not only how we measure the ‘economic’ impact and of the arts but how we better understand the nature and purpose of art. It further suggests that we need to develop a more **robust and holistic approach** in the development of the research agenda of the arts

“UNHOLY NEXUS”



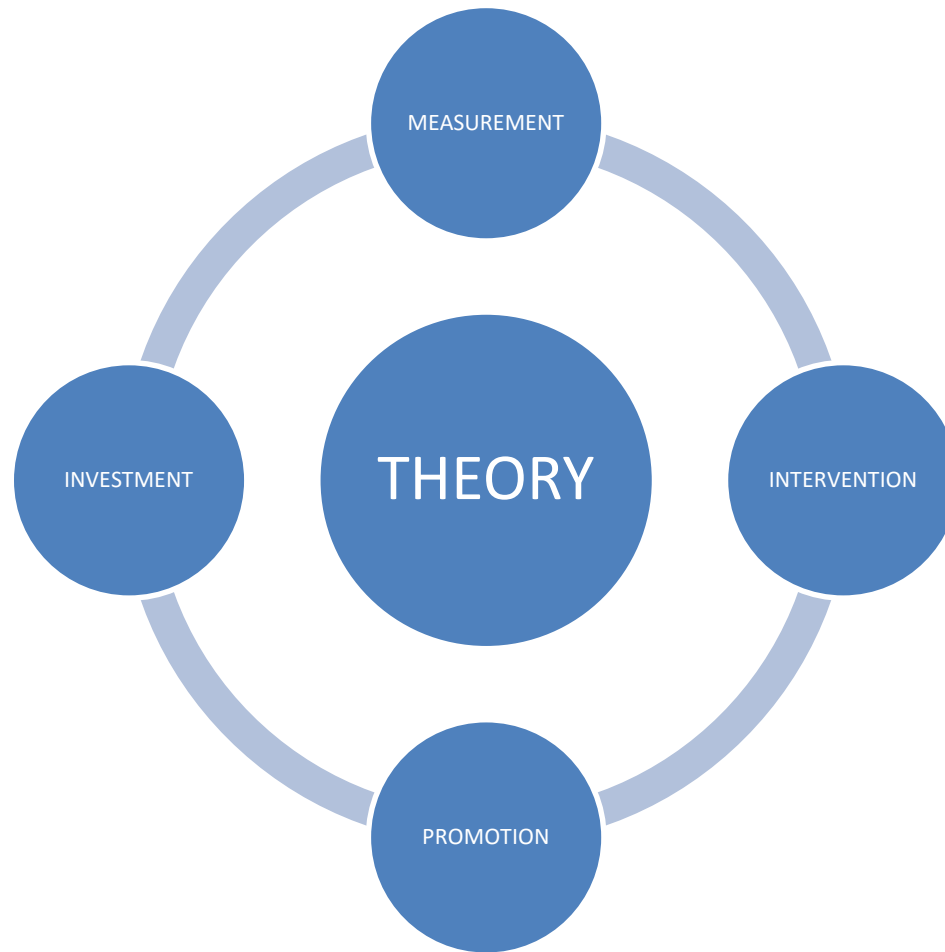
Definitions in historical context cf Garnham 2005



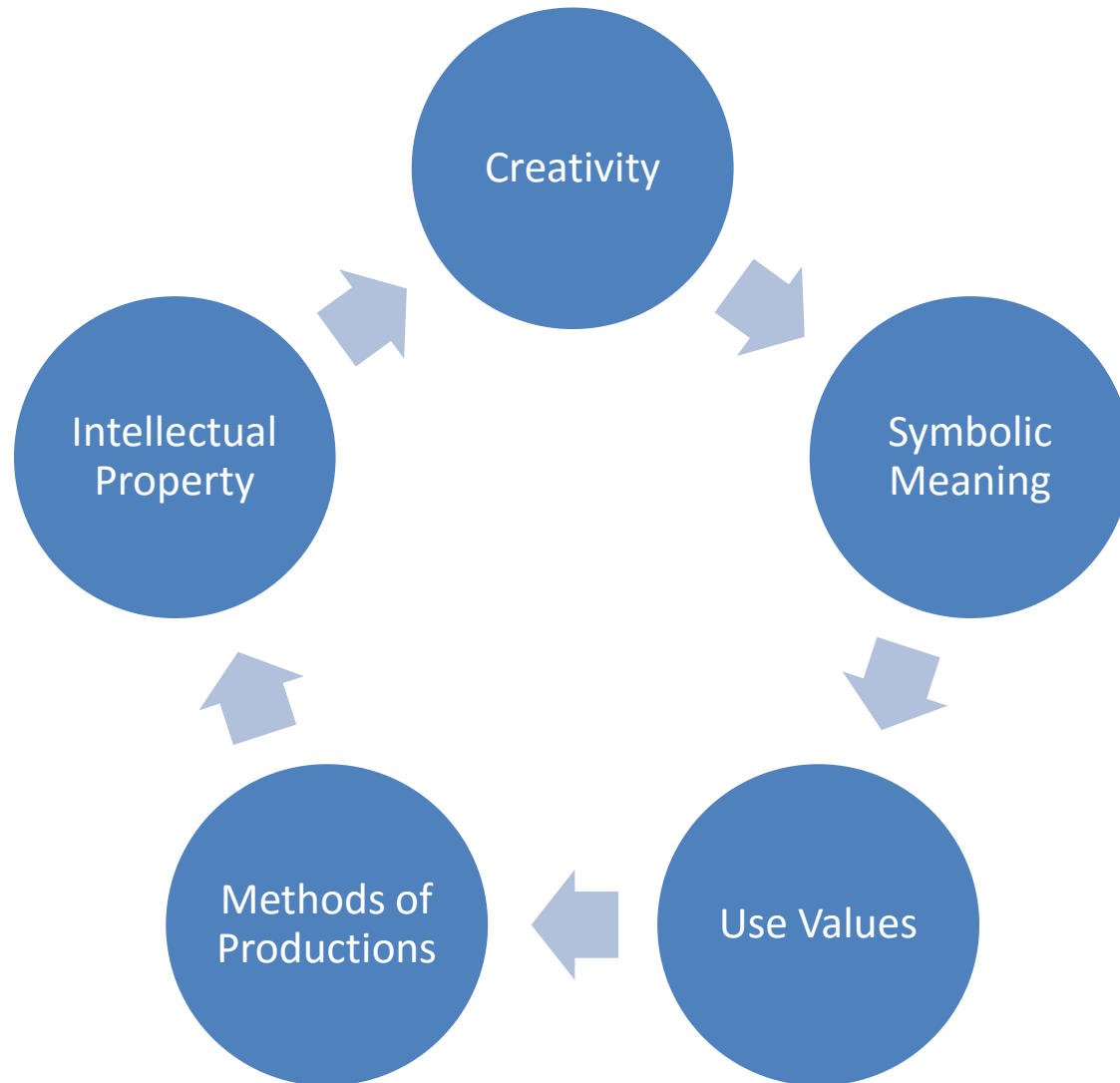
Cultural and Creative Policy (cf Garnham 2005)

- Traditional vs Contemporary Arts = “Golden Age” vs “Trendy/Cool”
- Artist-centred vs Distribution/Consumption
- Producers vs Consumers?
- Hierarchy of cultural forms? Viz Excellence vs Popularity to determine funding priorities
- Widening of Access?

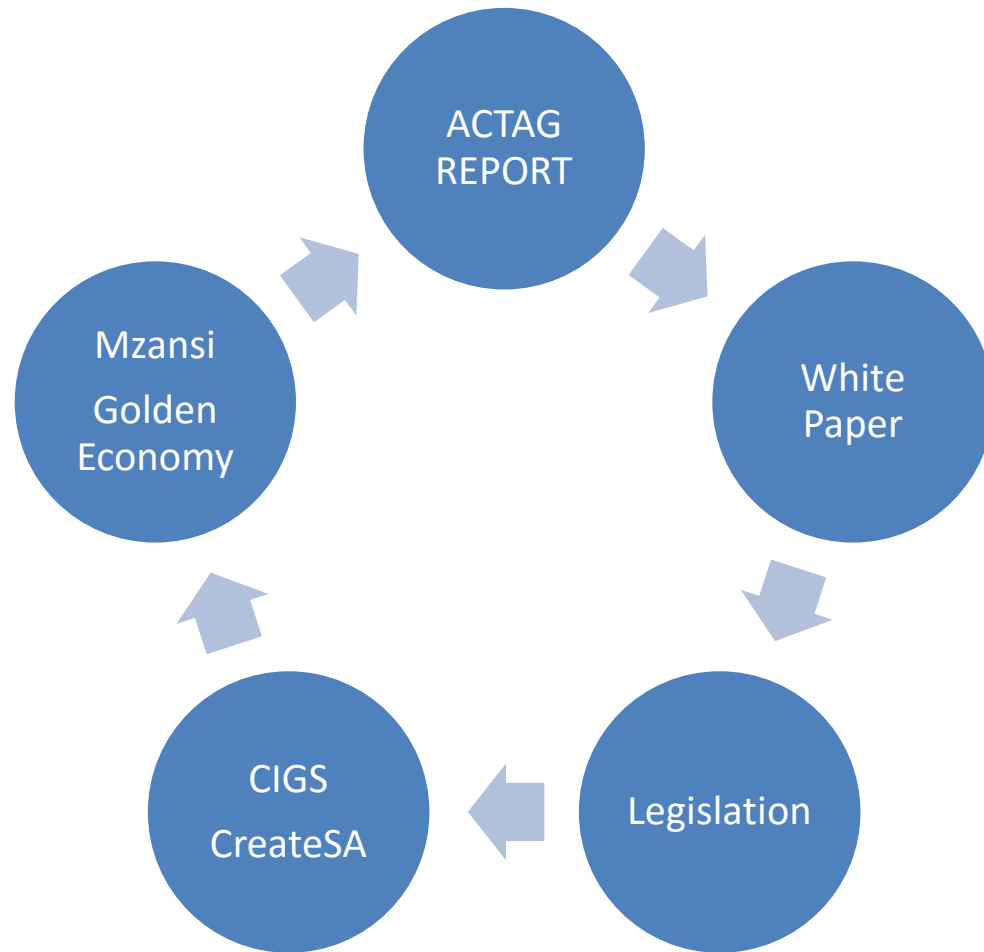
Critique of Definitions (cf Galloway and Dunlop 2007)



Critique of Definitions (2)



South Africa Context



Dissonance and Convergence

- Cf Cunnighman (2001) : “ ... production of technological advance...”
- Cf Thorsby (2001)
 - Activities of cultural industries involve creativity in their production
 - Generation and communication of symbolic meaning
 - Output = some form intellectual property
 - “Terminological Clutter” –viz UNESCO and cultural development
 - Cf O’Hagan (2005): the arts confer benefits that people will experience whether they pay or not...”
 - The role of the “STATE”

THANK YOU

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