

Counting Culture
The Cultural and Creative Industries in National and International Context

**SOUTH AFRICAN CULTURAL OBSERVATORY CONFERENCE: 16 – 17
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Paradoxes of the White Paper on Arts Culture and Heritage: An analysis of the cultural policy in South Africa.

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Introduction

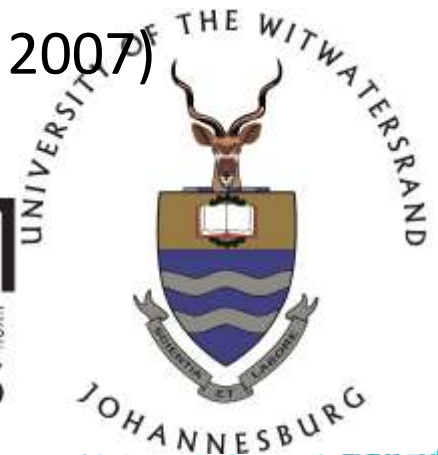
**CURRENT
PART-TIME
STRUGGLING
ARTIST,
FUTURE
FULL-TIME
STRUGGLING
ARTIST.**

Major Policy Challenges

- Governments of all persuasions, in all jurisdictions have experienced difficulty in formulating coherent and appropriate policy strategies for the arts and cultural sector (Craig, 2007, p. 25).
- Dilemmas and Contradictions

Ramifications of Cultural Policy Paradoxes

- Struggling Artists and the stigma attached
- Informal Creative Industries
- small contribution to national & global economy (Hesmondhalgh, 2007)



Approach to the paper

1. What are the paradoxes of the cultural policy framework in SA?
2. Can the paradoxes of the cultural policy framework be resolved?
3. Political Economy Approach – Control & Ownership of the cultural & creative industries
4. Limited understanding of the political and economic forces at play
5. Interpretive Policy Analysis- subjective & complex meaning-Yanow (2000)
6. Cultural Policy – Implicit & Explicit Policy Ahearne (2009)
7. Paradoxes not peculiar to South Africa- some are real other are apparent



Political Economy Context: Mixed Economy



“A mixed economic system allows a level of private economic freedom in the use of capital, but also allows for governments to interfere in economic activities in order to achieve social aims” (Investopedia, 2016,1).

- Free Market & Government Control



What are the paradoxes of the White Paper on Arts Culture and Heritage?



Socio-cultural values
and
Economic value

How can the policy serve the arts community people and at the same time drive the creative Industries?



What are the paradoxes of the White Paper on Arts Culture and Heritage?



Public (Service)
and
Private (Profit)

How can the Policy balance the two in a mixed economy set up?



What are the paradoxes of the White Paper on Arts Culture and Heritage?

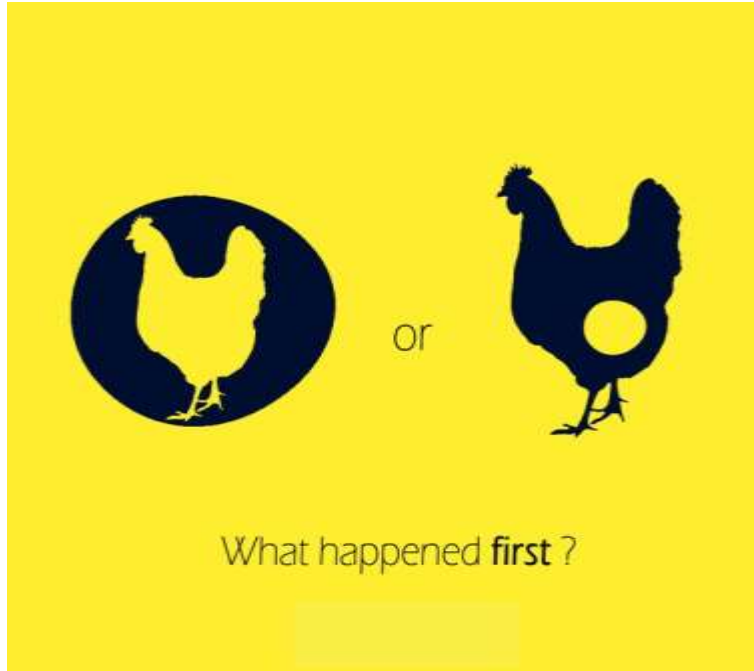
SABC to play 10% foreign music



The government and the musicians are happy, but what about the other stakeholder?



What are the paradoxes of the White Paper on Arts Culture and Heritage?



Should the cultural policy framework help to create market for local cultural goods and services?

Or

Should the cultural policy framework help to create local cultural goods and services for market ?



Concluding Remarks

Contrasting perspectives in policies are neither right nor wrong, point of conflict is an important site of meaning (Yanow 2000)

The resolution to paradoxes in the White Paper on Arts Culture and Heritage is to understand them for them to co-exist as realities.



**PARADOXES ARE
THE ONLY TRUTHS**

GEORGE BERNARD SHAW

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Thank You !

