CULTURAL POLICY (文化政策)
CURE2037
Semester 2 2012/2013

Lecturer: Dr. Peichi Chung
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Office: LKK 319

Date: Mondays 9:30-11:15 AM
Venue: Lady Shaw BLD G35

Course Description:

This course introduces the nature, functions and limits of cultural policy to undergraduate students. It will examine the relationship between the making of cultural policy and the infrastructure of power that shapes such policy. The course will examine classic debate on cultural policy in the areas of art, culture and economy. The course will look into the impact of cultural policy in the international setting. The course will concentrate on the application of relevant concepts to the understanding of cultural policy in Hong Kong. Topics of investigation and discussion include theoretical debate on art, culture and economy, global and regional cultural policy, cultural trade and cultural ecology, digital economy and institutional policy, creative cluster and cultural hub, heritage and censorship control and diversity of expression, and alternative space for community action.

Learning Outcomes:

In terms of knowledge acquisition, students are expected to understand how policies on culture is shaped and their impacts on the development of society in terms of the make-up of our regional, national and global orders; their role in the shaping of cultural practices, expressions and ideology; their relations to production and entering and hence their role in the shaping of our identity, taste and values as well as economy and policies. In terms of values and skills, students are expected to develop critical ability in analyzing the diversity of values and interests, inter-cultural sensitivity, a balance view of local and global issues, literacy in understanding different visual and textual meanings and forms and the ability to appreciate and evaluate the importance and significance of the inter-disciplinary nature of cultural policies.

Course Assessment:

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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Attendance and participation</td>
<td>25%</td>
</tr>
<tr>
<td>Mid-term exam</td>
<td>20%</td>
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<tr>
<td>Final paper proposal</td>
<td>5%</td>
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<tr>
<td>Final paper presentation</td>
<td>10%</td>
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<tr>
<td>Final Paper</td>
<td>40%</td>
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<tr>
<td>Total</td>
<td>100%</td>
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</tbody>
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Course Syllabus:
Theme I: Theoretical Framework to the Study of Cultural Policy

Week 1: Introduction to Cultural Policy (01/14/2013)
Using local and recent incidents as example, this section gives an introduction to the various issues relating to the definitions and making of cultural policies. It will also discuss the impacts of cultural policy on cultural development and its relationship with the social and political infrastructure.


Week 2: Situating the Debates: Art, Culture and Power (01/21/2013)

This section gives definition to concepts such as ‘arts’ and ‘culture’ within the context of policy making. It also investigates how political, social and economic powers affect the outcome of cultural production, both in terms of the formal artistic languages and the modes of production and mediation.


Week 3: Situating the Debates: Culture, Economy and National Development (01/28/2013)

This section looks at the definition of cultural policy from the competitive framework of economics and national development. The section investigates the difference of policy-making from economic perspective and evaluates the implication of cultural policy to artist, consumer, society and nation.


Final paper proposal due in class at 5:00PM

**Theme II: Cultural Policy in the Global Setting**

**Week 4: Globalization** (02/04/2013)

In the 21st Century, cultural industry is recognized as an important economic and social force. Large scale cultural projects are implemented all over the world to promote cultural tourism and creative industries. This section takes a critical look at this global trend and reviews its cultural and social impacts.


Read the Case Study Web Site:

- [UNESCO](http://www.unesco.org/new/en/culture)

**Week 5: Chinese New Year. No Class Meeting** (02/11/2013)

**Week 6: Historical Background** (02/18/2013)

This section uses examples from Australia, Europe and the United States to trace historically how various modes of governance were introduced and study the political expectations and social values hidden behind these policies.


Read the Case Study Web Site:

Department of Culture, Media and Sport, UK <http://www.culture.gov.uk>

**Week 7: Regional Development in Cultural Policy** (02/25/2013)

This section will review national responses to globalization with government formulating regional cultural polices. The topics will focus on the multiple layers of hegemony when a regional policy is formed. The section will also compare the difference between EU model and ASEAN model in policy-making. A comparison of these models to Hong Kong will also be evaluated or adjusted in the discussion.


Read the Case Study Web Sites:

Media Development Authority of Singapore
<http://www.mda.org.sg/Pages/Home.aspx>

Midterm exam starts in class at 5:00PM (40 minutes)

**Theme III: Major Issues and Concerned Developments: POSITIONING HONG KONG**

**Week 8: Cultural Policy in Hong Kong** (03/04/2013)

This section will inform students of the infrastructure for cultural development in Hong Kong, examine the history and development of the arts within the governmental structure
and trace the various stages in developing an official cultural policy for Hong Kong.


Read the Case Study Web Site:

- [Hong Kong Art Development Council](http://www.hkadc.org.hk/en/content/home.co)

**Week 9: Creative Clusters and Cultural Hubs** (03/11/2013)

Focusing on the development of the West Kowloon Cultural District project, this section will review the original proposal and the recent development of this mega-cultural project, with the intention to engage in a critical review of the governmental modes of thinking and its strategies in actualizing cultural clusters and creative hub projects.


Read the Case Study Web Site:


**Week 10: Diversity of Cultural Expression: Heritage, Censorship and Control** (03/18/2013)

This section will review the existing policies on the preservation of heritage buildings, its failure and possible solutions. It will also examine the relationship between the governing power and the freedom of artistic expression. Historic as well as contemporary examples
will be studied, with a special focus on various forms of censorship and control in contemporary society.


Read the Case Study Web Site:


**Week 11: Alternative Space and Community Action** (03/25/2013)

As a reaction against government dominance in cultural development, different types of alternative cultural institutions and groups have been formed. This section will investigate the potential and limitation of alternative spaces. It will also study the strategies of community groups in working with or against the government (ie. in the case of intellectual property) in the battles for a more nurturing cultural environment for innovation.


Read the Case Study Web Site:

- Tokyohackerspace <http://www.tokyohackerspace.org>

**Week 12: Public holiday. No class meeting.** (04/01/2013)

**Week 13: Student presentations and review** (04/08/2013)

**Week 14: Student presentations and review** (04/15/2013)
Week 15: Final paper due.

Submission to Blackboard by 11:00AM on April 22, 2013
Honesty in Academic Work: A Guide for Students and Teachers:

The Chinese University of Hong Kong places very high importance on honesty in academic work submitted by students, and adopts a policy of zero tolerance on cheating and plagiarism. Any related offence will lead to disciplinary action including termination of studies at the University. Students must submit their assignments via VeriGuide: http://www.cuhk.edu.hk/veriguide.

Although cases of cheating or plagiarism are rare at the University, everyone should make himself/herself familiar with the content of this website and thereby help avoid any practice that would not be acceptable.

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<thead>
<tr>
<th>Section</th>
<th>What is plagiarism</th>
<th>Proper use of source material</th>
<th>Citation styles</th>
<th>Plagiarism and copyright violation</th>
<th>CUHK regulations on honesty in academic work</th>
<th>CUHK disciplinary guidelines and procedures</th>
<th>Guide for teachers and departments</th>
<th>Recommended material to be included in course outlines</th>
<th>Recommended declaration to be included in every assignment handed in</th>
<th>Electronic submission of term papers</th>
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