CULTURAL POLICY (文化政策)
CURE2037
Semester 2 2019/2020

Lecturer: Dr. Peichi Chung
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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 debates on cultural policy in the areas of art, culture, economy, power and digital technology. This course looks into the impact of cultural policy in the international setting. It concentrates on the applications of cultural policy in national, regional and international contexts. The course will review history in conceptualizing cultural policy that brings social changes in the past and present. It will also investigate cases that explore extended areas in need of cultural governance for the future. Topics of investigation and discussion include (1) theoretical debate on art, culture and economy; (2) post-globalization, national, regional and global cultural policy; (3) cultural trade and cultural ecology; (4) digital data economy and institutional policy; (5) creative cluster and cultural labour; (6) cultural heritage, preservation and censorship control and (6) diversity of expression and alternative civic space for community action.

Learning Outcomes:

In terms of knowledge acquisition, students are expected to understand how policies on culture are 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 enterprising and hence their role in the shaping of our identity, taste and value as well as economy and policy. In terms of values and skills, students are expected to develop critical ability to evaluate the wide diversity of cultural policies to create a balance view on local and global issues. The course also expects students to acquire knowledge to understand different visual and textual meanings and form the ability to appreciate and evaluate the importance and significance of the inter-disciplinary nature of cultural policy studies for the better development of cultural policy in Hong Kong.

Course Assessment:

- Class attendance and participation: 15%
- Tutorial attendance and participation: 30%
- Final paper proposal: 10%
- Final paper presentation: 10%
Theme I: Theoretical Framework to the Study of Cultural Policy

Week 1: Introduction (01/07/2020)
Using local and recent incidents as example, this section gives an introduction to the various issues relating to the definitions and making of cultural policy studies. 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-1: Culture and Economy (01/14/2020)
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-2: Culture and Power (01/21/2020)
This section looks at the definition of cultural policy from the competitive framework of economics and national development. The section investigates the meaning of soft power. It also evaluates the economic implication of cultural policy to artist, consumer, society and nation.


**Week 4: No Class Meeting (01/28/2020)**

- No class meeting. Chinese Lunar New Year Holiday

**Week 5: Situating the Debates-3: Culture and Technology (02/04/2020)**

- This section looks at the definition of cultural policy from the emerging framework of digital cultural policy. The section investigates the increasing social change facilitated by digital technology. It examines the implication of digital cultural governance in the urban setting and the potential impact to artist, consumer and citizen upon the arrival of data society.


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

**Week 6: (Post-)Globalization (02/11/2020)**
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 to review this global trend and reviews its cultural and social impacts as the world enters into the stage of post-globalization in recent years.


Read the Case Study Web Site:

UNESCO <www.unesco.org/new/en/culture>

Week 7: National Cultural Policy (02/18/2020)

This section reviews cases of cultural policy that are developed based upon international creative industry models. It traces how various modes of governance were introduced and studies the political expectations and social values that drive these policies in film industry.


Read the Case Study Web Site:

Department of Culture, Media and Sport, UK http://www.culture.gov.uk
Ministry of Sports, Culture and Tourism of Korea: < http://www.mest.go.kr/english/useful/usefullist.jsp >

Week 8: Regional Development in Cultural Policy (02/25/2020)
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 Asian model in policy-making. A comparison of these models to Hong Kong based upon recent development of cultural industries in Korea and Taiwan will also be evaluated as comparative reference for our discussion.


Read the Case Study Web Sites:

- Ministry of Culture of Taiwan: http://www.moc.gov.tw/main.do?method=find&checkIn=1
- Ministry of Sports, Culture and Tourism of Korea: <http://www.mcst.go.kr/english/useful/usefulList.jsp>

Final paper proposal due in class at 4:00 PM

**Theme III: Major Issues and Concerned Developments:**

**POSITIONING HONG KONG**

**Week 9: Cultural Policy in Hong Kong (03/03/2020)**

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 today’s 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 10: Creative Clusters and Cultural Hubs** (03/10/2020)

Focusing on the continuous policy development of West Kowloon Cultural District and Greater Bay Area, this section will review the original proposal and the recent development of these mega projects. With the intention to engage in a critical review of the governance mode of thinking, we examine strategies in actualizing effects on cultural cluster and creative hub in order to maintain the vibrant cultural scene of Hong Kong.


Read the Case Study Web Site:


**Week 11: Diversity of Cultural Expression: Heritage, Censorship and Control** (03/17/2020)

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 of film policy in contemporary society.


Read the Case Study Web Site


**Week 12: Alternative Space and Community Action (03/24/2020)**

This section reviews different types of alternative cultural institutions and groups that have been formed as supporting satellite network in Hong Kong’s collective cultural governance. 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 Sites:

- Videotage [http://videotage.org.hk](http://videotage.org.hk)
- HKGolden [https://www.hkgolden.com](https://www.hkgolden.com)

**Week 13: Reading Week (03/31/2020)**

**Week 14: Student Presentations and Class Review (04/07/2020)**

**Electronic Paper Submission to Blackboard by 11:59 PM on April 14, 2020**
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.

| Section 1 | What is plagiarism [http://www.cuhk.edu.hk/policy/academichonesty/p01.htm] |
| Section 2 | Proper use of source material [http://www.cuhk.edu.hk/policy/academichonesty/p02.htm] |
| Section 3 | Citation styles [http://www.cuhk.edu.hk/policy/academichonesty/p03.htm] |
| Section 4 | Plagiarism and copyright violation [http://www.cuhk.edu.hk/policy/academichonesty/p04.htm] |
| Section 5 | CUHK regulations on honesty in academic work [http://www.cuhk.edu.hk/policy/academichonesty/p05.htm] |
| Section 6 | CUHK disciplinary guidelines and procedures [http://www.cuhk.edu.hk/policy/academichonesty/p06.htm] |
| Section 7 | Guide for teachers and departments [http://www.cuhk.edu.hk/policy/academichonesty/p07.htm] |
| Section 8 | Recommended material to be included in course outlines [http://www.cuhk.edu.hk/policy/academichonesty/p08.htm] |
| Section 9 | Recommended declaration to be included in every assignment handed in [http://www.cuhk.edu.hk/policy/academichonesty/p09.htm] |
| Section 10 | Electronic submission of term papers [http://www.cuhk.edu.hk/policy/academichonesty/p10.htm] |