



University
of Glasgow

Contradictions of economy and culture

Philip Schlesinger

Centre for Cultural Policy Research & CREATE

INSPIRING
PEOPLE



Introduction 1

- EU cultural diplomacy and coherent Global Strategy: hostile world
- Place of culture in EU: supranational v subsidiary levels
- Lack of clarity re. themes, agents, means and targets (EP Report 2016/2240(INI) recognises this)
- 'Culture' moves through space and time; unites and divides
- Forms & objects, platforms, people, performances

Introduction 2

- Why 'cultural diplomacy'? Promotion of system and official values. What level(s)?
- Assumption of coherent agency?
- Cosmopolitan and dialogical ideals
- Underlying relation to economic policy and global competition?
- Interpret via basic contradictions of EU
- Contra conceptual aggregation

Identity, polity, economy

- History of *internal* cultural diplomacy (centrality of communications)
- Identity, community building & economy
e.g. 'European audiovisual space' - 1980s
- Television without Frontiers (1989 and 1997)
Audiovisual Media Services Directive (2010, under review)
- 'European public sphere' (1990s-2005)

Cultural trade 1

- Audiovisual, test case: volume of trade and size of deficit ('soft power')
- Key sector in TTIP negotiations with US over culture
- Major recipient (via MEDIA) of Cultural Europe funding
- Always crystallises *cultural defence*

L'exception culturelle (GATT 1992: strong version)

Diversity of cultural expressions (UNESCO
Declaration 2005: weak version)

Cultural trade 2

- Economic value of culture key to relation between cultural *trade* and cultural *diplomacy*
- Cultural exception disputed from GATT 1992 to TTIP negotiations 2016
- Cultural defence the *converse* of cultural diplomacy: closure v openness; inward v outward
- Cultural trade = cultural diplomacy? US view of film & TV *both* economic *and* values-based – and dominates EU consumption

The creative economy 1

- Culture as 'intrinsic value' & 'sustainable development instrument' in official designation
- CCIs at core of European Agenda for Culture (Lisbon Strategy 2000)
- Creative Europe (2014-2020) a key platform
- Challenge of globalisation – CCS as economic force
- Links to innovation and the digital economy
- Economic value > cultural value
- Digital Single Market: copyright and content; digital delivery; content regulation

The creative economy 2

- EP 2016/2072 (INI) report: cultural policy as industrial policy; CCIs as 'ambassadors of European values'
- Is an economic view of culture an obstacle to cultural diplomacy ?
- Currently, e.g., advocacy of ready-made solutions: Erasmus, Creative Europe, Horizon2020 – but each different in effects
- P2P (civic) & official action: spontaneity v control? Cultural relations v diplomacy?
- EU & Member States: what prospects of harmony in outward projection?

Conclusions

- Recognise effects of structural contradictions for agency
- Consider impact of underlying economism
- Bring nuance and specificity to analysis of culture
- Investigate (research) the specifics of given initiatives and relations



University
of Glasgow

Thank you for your attention

philip.schlesinger@glasgow.ac.uk

**WORLD
CHANGERS
WELCOME**

#UofGWorldChangers



@UofGlasgow