

# Creative and Cultural Industries

2016

Eddie Brennan

This module introduces some theoretical approaches commonly used to understand, critique and manage creative and cultural industries. Throughout the course there will be a concentration on the relationship between culture (anthropological and institutional), work and ideas of cultural value. It will begin with the ideas of Durkheim, Marx and Weber. It will go on to examine Bourdieu's work on cultural production as a synthesis of these three classical approaches. We will conclude by addressing the processes that are currently shaping industrialised cultural production paying particular attention to the restructuring of cultural work, employment conditions and new models of creative labour, rights management and distribution.

**Weekly Office Hours:** Thursday 12:00 to 13:00. Please make an appointment by email at least two working days in advance.

## Resources

All the resources listed here can be located through the DIT library website. Journal articles can be accessed online through the library website. To access these from outside a DIT campus you will need a user name and PIN. Links, where provided, will bring you to the full-text of the article in question. Class resources will be made available through a shared Google folder. You will find additional articles and videos through [www.eddiebrennan.com/teaching/](http://www.eddiebrennan.com/teaching/). Webcourses will be used for assessment submissions and feedback.

**Weekly Office Hour:** Tuesday 10:00 to 11:00. Please make an appointment by email at least two working days in advance.

## Key Readings

All readings marked with \*\*\* are **required** readings for that week. They must be read before lectures, and will be used as a basis for discussion in tutorials. These will also be useful starting points for essay writing. Additional readings are relevant but not mandatory for class. They will, however, be very useful in preparing essays. You are also encouraged to go beyond the reading list in your essay research.

Tutorials will run on a fortnightly basis. Tutorials will commence in week 2. Tutorial groups will be published in Week 1.

**Assessment:** This module is assessed through a single 3,000 word essay. This work is to be submitted electronically, via Webcourses, and on paper to the School of Media office with the appropriate cover sheet by 5:00PM on Friday 9 December 2016. Essay titles will follow in Week 6.

Students **MUST SUBMIT A PRINTED ESSAY AND AN ELECTRONIC COPY** on or before the deadline. The electronic copy must be submitted via Webcourses. Files will only be accepted as .pdf or .doc files. Other file types will not be accepted. Files should be named using the following format: Surname, Name IMT.doc (or .pdf).

Electronic copies will serve only as a backup and proof of submission. They will not be accepted for grading purposes. Only printed essays will be read for assessment. Late essays will only be accepted when accompanied by a PC1, personal circumstances form and appropriate supporting documentation.

## **Lecture 1**

### **Introduction and Overview of the Module**

Hesmondhalgh, D. 2005. *The Cultural Industries*. London: Sage. 'Introduction: Change and Continuity, Power and Creativity', pp.1—26.

## **Lecture 2**

### **What is Culture? Emile Durkheim**

\*\*\* Morrison, K. 1995. 'The Division of Labour in Society', pp. 128—150 in *Mark, Durkheim, Weber: Formations of Modern Social Thought*. London: Sage.

Durkheim, E. 1933. *The division of labour in society*. Basingstoke: Macmillan.

Durkheim, E. 2002. *Suicide*. London: Routledge.

Pope, Whitney. 1998. 'Emile Durkheim', pp.46—58 in Stones, R. (ed.), 1998. *Key Sociological Thinkers*. London: Palgrave/macmillan.

## **Lecture 3**

### **Material and Ideas: Marx**

\*\*\*Morrison, K. 1995. 'The German Ideology', pp. 33—50 in *Mark, Durkheim, Weber: Formations of Modern Social Thought*. London: Sage.

\*\*\* Morrison, K. 1995. 'Alienation', pp. 88—97 in *Mark, Durkheim, Weber: Formations of Modern Social Thought*. London: Sage.

Marx, K. 1967. *The Communist Manifesto*. London: Penguin.

Jessop, B. 1998. 'Karl Marx', pp.21—33 in Stones, R. (ed.), 1998. *Key Sociological Thinkers*. London: Palgrave/macmillan.

Marx, K. 1970. *The German Ideology*. London: Lawrence & Wishart.

Wheen, F. 1999. *Karl Marx*. London : Fourth Estate.

## **Lecture 4**

### **Rationalisation of Work: Weber**

\*\*\* Ritzer, G. 2000. 'Control: Human and Nonhuman Robots', pp. 104—122 in Ritzer, G. 2000. *The McDonaldization of Society*. Thousand Oaks: Pine Forge Press.

\*\*\* Morrison, K. 1995. 'Weber's Study of Bureaucracy', pp. 293—304 in *Mark, Durkheim, Weber: Formations of Modern Social Thought*. London: Sage.

Weber. M. 1992. *The Protestant ethic and the spirit of capitalism*. London: Routledge.

Scaff, L.A. 1998. 'Max Weber', pp. 34—45 in Stones, R. (ed.), 1998. *Key Sociological*

*Thinkers*. London: Palgrave/macmillan.

## **Lecture 5**

### **Culture, Control and Resistance: Adorno, Horkheimer and Gramsci**

\*\*\* Adorno, T and M. Horkheimer. 1998. 'The Culture Industry: Enlightenment as Mass Deception', pp.120—167 in Adorno, T and M. Horkheimer. 1998. *Dialectic of Enlightenment*. New York : Continuum Publishing.

Storey, J. 2001. 'Marxisms', pp. 81—112 in Storey, J. 2001. *Cultural Theory and Popular Culture: An Introduction*. London: Pearson/Prentice Hall.

Storey, J. 2009. 'Rockin' Hegemony: West Coast Rock and Amerika's War in Vietnam', pp. 88—97 in Storey, J. 2009. *Cultural Theory and Popular Culture: A Reader*. London: Pearson/Prentice Hall.

Adorno, T and M. Horkheimer. 1998. 'The Culture Industry: Enlightenment as Mass Deception', pp.120—167 in Adorno, T and M. Horkheimer. 1998. *Dialectic of Enlightenment*. New York : Continuum Publishing.

Gramsci, A. 2009. 'Hegemony, Intellectuals and the State', pp.75—80 in Storey, J. 2009. *Cultural Theory and Popular Culture: A Reader*. London: Pearson/Prentice Hall.

## **Lecture 6**

### **The Creative Individual?**

\*\*\* Bourdieu, P. 1986. 'The production of belief: contribution to an economy of symbolic goods', pp. 131—163 in Collins, R., Curran, J., Garnham, N., Scannell, P., Schlesinger, P. and C. Sparks (eds), 1986. *Media, Culture and Society*. London: Sage.

Wacquant, L. 1998. 'Pierre Bourdieu', pp. 215— 229 in Stones, R. (ed.), 1998. *Key Sociological Thinkers*. London: Palgrave/macmillan.

Berman, M. 1988. 'The Loss of a Halo', pp. 115—129 in Berman, M. 1988. *All That is Solid Melts into Air*. London: Penguin.

## **Lecture 7**

### **Individual Taste and Cultural Consecration?**

\*\*\* Kuipers, G. 2006. 'Television and taste hierarchy: the case of Dutch television comedy'. *Media, Culture & Society*. Vol. 28, No. 3: 359–378.

Hesmondhalgh, D. 2006. 'Bourdieu, the media and cultural production'. *Media Culture Society*. Vol. 28(2): 211–231.

Suhr, H.C. 2008. 'The role of intermediaries in the consecration of arts on myspace.com'. *International Journal of Media and Cultural Politics*. Vol. 4, No. 2: 259—263.

## **Lecture 8**

### **Economic Upheaval and Cultural Industries**

\*\*\* [Sennett, R. 2006. \*The Culture of the New Capitalism\*. New Haven: Yale University Press.](#)

Harvey, D. 1990. 'From Fordism to flexible accumulation', pp.141-172 in Harvey, D. 1990. *The condition of postmodernity : an enquiry into the origins of cultural change*. Basil Blackwell Publishers: Oxford.

Klein, N. 2000. 'The Discarded Factory': Degraded Production in the Age of the Superbrand', pp.195-230 in Klein, N. 2000. *No Logo*. Flamingo: London.

Hesmondhalgh, D. 2005. *The Cultural Industries*. London: Sage. 'Ownership, Organisation and Culture Work', pp.134—172.

Lash, S. and J. Urry. 1994. 'Accumulating Signs: The Culture Industries', pp. 111—144 in Lash, S. and J. Urry. 1994. *Economies of Signs and Space*. London: Sage.

## **Lecture 9**

### **Precarious Employment, Entrepreneurialism and Emotional Labour**

\*\*\* Hesmondhalgh, D and S. Baker. 2009. 'A very complicated version of freedom': Conditions and experiences of creative labour in three cultural industries' *Poetics*. Vol. 38. 4—20.

Brennan, E. 2011. 'Not seeing the joke: The overlooked role of humour in researching television production'. *Media Culture and Society*. Vol. 33(6): 819-833.

Nixon, S. and B. Crewe. 2004. 'Pleasure at Work? Gender, Consumption and Work-based Identities in the Creative Industries'. *Consumption Markets & Culture*. Vol. 7, No. 2: 129–147.

Eikhof, D.R. and A. Haunschild. 'Lifestyle Meets Market: Bohemian Entrepreneurs in Creative Industries'. *Creativity and Innovation Management*. Vol. 15. No. 3: 234—241.

Ross, A. 2009. 'The New Geography of Work : Power to the Precarious?'. *Theory Culture Society*. Vol. 25. No. 7—8: 31—49.

## **Lecture 10**

### **Essay Writing Workshop**

This class will look at theories covered to date and how they relate to work in creative and cultural industries.

Pinker, S. 2014. *The Sense of Style: the thinking person's guide to writing in the 21st century*.

## **Lecture 11**

### **The Possibility of Alternative Creative Industry Models**

\*\*\* Turner, F. 2009. Burning Man at Google: a cultural infrastructure for new media production'. *New Media Society*. Vol. 11 (1&2). 73-94.

[Karaganis, J \(ed.\), 2011. Media Piracy in Emerging Economies. Social Science Research Council.](#)

Deuze, M. 2007. 'Convergence culture in the creative industries'. *International Journal of Cultural Studies*. Vol. 10. No. 2: 243–263.

Gibson, C. and N. Klocker. 2005. 'The 'Cultural Turn' in Australian Regional Economic Development Discourse: Neoliberalising Creativity?'. *Geographical Research*. Vol. 43, No. 1: 93–102.

Miller, T. 2004. 'A view from a fossil: The new economy, creativity and consumption – two or three things I don't believe in'. *International Journal of Cultural Studies*. Vol. 7, No. 1: 55—65.

## **Lecture 12**

### **Creative, Industry and Ideology in Ireland**

\*\*\* Peillon, M. 2002. 'Culture and State in Ireland's New Economy', pp.38—53 in Kirby, P., Gibbon, L. and M. Cronin (eds), 2002. *Reinventing Ireland: Culture, Society and the Global Economy*. London: Pluto Press.

Henry, C. and K. Johnston. 2007. 'The Creative Industries: Ireland's New Tiger Economy?'. *Irish Journal of Management*. Vol. 28, No. 2: 211—219.

Inglis, T. 2008. *Global Ireland: Same Difference*. New York: Routledge. (Chapter 5).

Kuhling, C. and K. Keohane. 2007. 'Consumption: Guinness, Ballygowan and Riverdance: The Globalisation of Irish Identity', pp.76—106 in *Cosmopolitan Ireland: Globalisation and Quality of Life*. London: Pluto Press.