global cultural economy
opening up normative options?

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global cultural economy
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five perspectives on the cultural economy

**celebratory**
- optimistic
- uncritical
- grand claims
- economic focus
- proselytising
- contradictions and negative effects not or under-addressed
- depoliticised

**aspirational**
- 'pragmatic' strategy to drive economy/employment/tourism/exports
- place branding (as soft power)
- strong reliance on 'best practices'
- politically expedient and multifunctional

**refusenik**
- rejection of economic focus
- questioning of economic claims
- stress on negative effects
- neo-marxist
- 'neoliberal' as critique
- political

**agnostic**
- empirical
- acknowledges complexity of industries
- remains neutrally investigative
- no political stance
- not depoliticising

**reflexive**
- focus on contradictions
- longue durée
- reconnects theory and policy
- stresses need to be explicit about normative positions

celebratory

- optimistic
- uncritical
- grand claims
- economic focus
- proselytising
- contradictions and negative effects not or under-addressed
- depoliticised

(Wedding in Ouagadougou)
aspirational

- 'pragmatic' strategy to drive economy/ employment/ tourism/ exports
- place branding (as soft power)
- strong reliance on 'best practices'
- politically expedient and multifunctional

(U40 Network meeting in Berlin)
refusenik

- rejection of economic focus
- questioning of economic claims
- stress on negative effects
- neo-marxist
- ‘neoliberal’ as critique
- political

(La Fabrique Culturelle des Anciens Abattoirs de Casablanca)
agnostic

• empirical (mostly positivist)
• acknowledges complexity of industries
• remains neutrally investigative
• no political stance
• not depoliticizing

(Book sales at Madina Market in Accra)
reflexive

- focus on contradictions
- *longue durée*
- reconnects theory and policy
- explores the political implications of various normative positions

*(Sunday afternoon atay in Ouagadougou)*
five perspectives on the cultural economy

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(De Beukelaer & Spence, Global Cultural Economy, Routledge 2019)
Global Cultural Economy provides a critical introduction to the global diversity in connections between culture and economy. The ‘cultural economy’ is defined as both the system of production, distribution and consumption of cultural goods and services and the cultural, economic, social and political context in which it operates. The authors aim to help students understand that the cultural economy is not a singular approach, and therefore frame past and current debates as ambiguities, tensions and conflicts. Each chapter will introduce and discuss different sides of the debate, eliciting from the reader an active engagement with possible and provisional solutions.

Global Cultural Economy

Christiaan De Beukelaer, Kim-Marie Spence

Series: Key Ideas in Media & Cultural Studies

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