

School of Planning, Public Policy and Management



University of Oregon
School of Planning, Public Policy and Management

PPPM 4/571: Cultural Policy

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Course Information

This is a four (4) credit course.
Class location: TBA
Class time: TBA

Course Description

The *arts and cultural sector* of society may be defined as “. . . a large, heterogenous set of individuals and organizations engaged in the creation, production, presentation, distribution, and preservation of and education about aesthetic, heritage, and entertainment activities, products, and artifacts” that can be found in the commercial realm, nonprofit sector, or the public sector (Wyszomirski, 2002, p. 187). *Cultural policy* is an arena of public policy that pertains to political choice processes and governmental institutions involved in problem identification, agenda formation, and policy formulation, adoption, implementation, and evaluation actions made in the arts and culture sector.

This combined graduate- and undergraduate-level course explores the development of cultural policy institutions and processes in the United States and abroad, with a strong emphasis on understanding the context and issues of contemporary American cultural policy. Readings for this course draw heavily on scholarship from political science, public policy, and cultural economics. The course shifts during the term from a theoretical lens to an applied lens, as we move from understanding the general cultural policy context, to understanding the implementation of cultural policy in the USA, to developing capacities and skills among arts and cultural sector leader in order to influence cultural policy.

Learning Outcomes

By completing this course, students will be able to:

- Identify and understand theoretical and historical foundations of cultural policy from national and international perspectives;
- Understand the structures and processes of cultural policy-making in diverse contexts around the world, and in the United States, in particular;
- As emerging arts and cultural sector leaders, engage in meaningful dialogue and advocacy with federal, regional, state, and local arts councils and agencies
- Participate thoughtfully in contemporary issues and debates in cultural policy;
- Critically assess diverse instruments of public support of arts and culture;
- Critically assess research and theories that deepen knowledge and inform professional practice in cultural policy-making.

Course Website and Email

The course website is located on the University of Oregon's Learning Management System (LMS), Canvas. You can find it at <https://canvas.uoregon.edu>. The class syllabus, announcements and other materials will be posted there. Please check it frequently for updates.

I try to keep everyone well informed and I post assignment reminders for this course on the Canvas site set up for this course. I will respond to your email questions and correspondence as quickly as I am able (usually within 48 hours) during the workweek. I generally do not respond to email messages on the weekend. Please be mindful that email is business correspondence, and please respect my time by not sending me a question that you could easily find an answer to by yourself or by asking a classmate.

Classroom Environment

In order to create a classroom in which students are comfortable expressing their opinions and perspectives, I ask that students please approach the readings and others' contributions with both an open mind and a willingness to question one's own assumptions and biases.

Professional Practice

Students are expected to behave in a professional manner at all times.

- Students should treat each other and the instructor with the professional courtesy and respect expected in a workplace.
- All communications relating to this course and all work turned in for this course should reflect professional standards in tone, presentation, formatting, and spelling.
- The classroom is a place of focused learning. This requires that students arrive on time, stay until the end of the class period, do not disrupt the class by leaving the room temporarily, and refrain from non-learning activities. Students who fail to adhere to these guidelines will be asked to leave for the remainder of the class session.
- I expect all course assignments to be typewritten.

Writing Lab

This is a writing intensive course. If you struggle with writing, I strongly encourage you to use the services of the Writing Lab: The Writing Lab begins week two of the term and closes at 5:00 pm the Wednesday of finals week. Free tutors are available. Upper-division and graduate student tutors are

available on a drop-in basis or by appointment. (You must go to the writing lab to schedule your appointment.) 9:00am – 5:00pm, Monday – Friday, 72 PLC (Prince Lucien Campbell).

Plagiarism and Academic Misconduct

You are expected at all times to do your own work. Copying content from other students or and submitting it as your own work is grounds for failing the class. The University Student Conduct Code (available at conduct.uoregon.edu) defines academic misconduct. Students are prohibited from committing or attempting to commit any act that constitutes academic misconduct. For example, students should not give or receive (or attempt to give or receive) unauthorized help on assignments or examinations without express permission from the instructor.

Students should properly acknowledge and document all sources of information (e.g. quotations, paraphrases, ideas) and use only the sources and resources authorized by the instructor. If there is any question about whether an act constitutes academic misconduct, it is the students' obligation to clarify the question with the instructor before committing or attempting to commit the act. Additional information about a common form of academic misconduct, plagiarism, is available at:

www.libweb.uoregon.edu/guides/plagiarism/students.

Documented Disabilities

The University of Oregon is working to create inclusive learning environments. Please notify me if there are aspects of the instruction or design of this course that result in barriers to your participation. You are also encouraged to contact the Accessible Education Center in 360 Oregon Hall at 541-346-1155 or uoac@uoregon.edu.

Sexual Violence, Harassment and Survivor Support

The UO is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic and dating violence and gender-based stalking. If you (or someone you know) has experienced or experiences gender-based violence (intimate partner violence, attempted to completed sexual assault, harassment, coercion, stalking, etc.), know that you are not alone. UO has staff members trained to support survivors in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more. If you wish to speak to someone confidentially, you can call 541-346-SAFE, UO's 24-hour hotline, to be connected to a confidential counselor to discuss your options. You can also visit the SAFE website at safe.uoregon.edu.

Inclusion Statement

It is the policy of the University of Oregon to support and value diversity. To do so requires that we:

- respect the dignity and essential worth of all individuals.
- promote a culture of respect throughout the University community.
- respect the privacy, property, and freedom of others.
- reject bigotry, discrimination, violence, or intimidation of any kind.
- practice personal and academic integrity and expect it from others.

- promote the diversity of opinions, ideas and backgrounds which is the lifeblood of the university.

Course content, class discussions, projects and activities, and assignments for this class rest on an assumption that human diversity is normative and is an appropriate focus of attention. The course requires and expects critical thinking about, and sensitivity to, the impact of diversity (culture, religion/faith, gender, ethnicity, race, socioeconomics, physical and cognitive ability, sexual orientation, gender identity or expression and other considerations) both in relation to the populations we serve, and in the classroom. Students are encouraged to develop and expand their respect for and understanding of diverse identities and experiences. If you believe you have been the target of or a witness to harassment, bias, or discrimination, you may report this (anonymously, if desired) to the Bias Response Team at <http://bias.uoregon.edu> or brt@uoregon.edu

General Course Information

General Requirements and Information

This course is a core requirement of the PPPM Graduate Certificate in Arts Management. UO graduate students and upper-class undergraduate students may also enroll as an elective course within the PPPM Arts & Cultural Leadership field of interest. The general format of the course will be readings with lectures and discussions. It is expected that the assigned readings will be completed prior to the date in which they will be covered in the lecture. Special attention will be focused on developing students' critical thinking and analytical capacities. Written assignments and class presentations should be prepared with attention to descriptive/factual content as well as to analytical clarity and careful/compelling presentation.

Grading Policy

If you are concerned about something pertaining to the course in general (or anything else), feel free to visit me during office hours or make an appointment to speak with me. If you have a specific concern about the way a paper or a particular answer on an exam was graded, here is the policy on how to respond: (1) You must wait 24 hours before responding; then (2) briefly outline your concerns in writing (i.e., explain why you think the grade is incorrect), and submit this and your exam to me for reconsideration. I will get back to you with my response, also in writing, as soon as possible. Please do not hesitate to do this; you have every right to look out for your own interests!

A grading rubric will be disseminated to the class. Please remember that it is easy to keep track of your grades, assignments, and other important information on the *Canvas* site set up for this class

Grading Scale

A	A = 94-100	A- = 90-93	
B	B+ = 87-89	B = 84-86	B- = 80-83
C	C+ = 77-79	C = 74-76	C- = 70-73
D	D+ = 67-69	D = 64-66	D- = 60-63
F	F = 59 and below.		

For P/NP students: Please note that graduate students must achieve 80% and undergraduate must achieve 70% to receive a "P" for this course.

Incomplete Policy

Students are expected to behave in a professional manner and to turn in all materials at the designated time. In accordance with university regulations, an incomplete will only be given when “the quality of work is satisfactory but a minor yet essential requirement of the course has not been completed for reasons acceptable to the instructor.” See <https://registrar.uoregon.edu/current-students/incomplete-policy>

Course Requirements

The final grade will be determined by successful completion of course requirements as indicated below. Further details and guidelines for all requirements will be provided in class and will be made available on *Canvas*. **Please note that no late papers will be accepted**, except for university-approved extenuating circumstances.

Unless otherwise specified, all papers should be submitted in 12-point Times New Roman font, double spaced, and with 1-inch margins. Please adhere to page length specifications.

This is a combined undergraduate and graduate course, and requirements differ significantly among these two groups of students. Please make sure that you take note of the correct (undergraduate or graduate) set of requirements. Graduate students will not grade the work of the undergraduate students, nor will they teach undergraduate students in this course. Graduate students and undergraduate students will complete different written examinations for Exam 1, Exam 2, and the Final Exam.

Requirements for Graduate Students

Assignment 1: Prepare a 3-page, double-spaced briefing paper that profiles a non-US national cultural policy. Go to www.culturalpolicies.net and select a country of interest to you. Download and read the full, detailed report and follow assignment guidelines to prepare your paper for submission and discussion. 10%

Assignment 2: Prepare a 3-page, double-spaced briefing paper that profiles a regional, state or local arts council or agency in the United States. Follow detailed assignment guidelines to identify and select an agency of interest to you, go to the agency’s website, and prepare your paper for submission and discussion. 10%

All graduate students will be assigned to either Policy Lab 4 or Policy Lab 5 for specific policy lab activities. For the other Policy Lab, the students will complete the Alternate Assignment.

Assignment 3 or 4: Policy Lab 4 on *Culture and the City* or Policy Lab 5 on *Supporting Nonprofit Culture* 15%
Following detailed assignment guidelines, graduate students will as a small group prepare for in-class detailed discussion and analysis of the policy lab. This assignment comprises 15% of the total course grade; 10% for the paper submitted on the due date, and 5% for demonstrated graduate-level engagement in the in-class policy lab.

Alternate Assignment 3 or 4:	10%
When not participating in one of the policy labs as specified above, graduate students will follow assignment guidelines to submit a 2-page analysis paper in preparation for the class session discussion.	
Exam 1	10%
Examination on mastery of course content from weeks 1-4.	
Exam 2	10%
Examination on mastery of course content from weeks 5-8.	
Final Exam	25%
Examination on comprehensive mastery, synthesis, and application of course content.	
Class Participation	10%
Attendance at all class sessions, demonstrated preparation of required readings, and active and meaningful engagement in all class discussions.	

Requirements for Undergraduate Students

Assignment 1: Prepare a 3-page, double-spaced briefing paper that profiles a non-US national cultural policy. Go to www.culturalpolicies.net and select a country of interest to you. Download and read the full, detailed report and follow assignment guidelines to prepare your paper for submission and discussion.	15%
Assignment 2: Prepare a 3-page, double-spaced briefing paper that profiles a regional, state or local arts council or agency in the United States. Follow detailed assignment guidelines to identify and select an agency of interest to you, go to the agency's website, and prepare your paper for submission and discussion.	15%
Assignment 3: Policy Lab 4 on <i>Culture and the City</i> Follow assignment guidelines to submit a 2-page paper in preparation for the class session.	10%
Assignment 4: Policy Lab 5 on <i>Supporting Nonprofit Culture</i> Follow assignment guidelines to submit a 2-page paper in preparation for the class session.	10%
Exam 1	15%
Examination on mastery of course content from weeks 1-4.	
Exam 2	15%
Examination on mastery of course content from weeks 5-8.	
Final Exam	10%
Examination on summative understanding of course content.	
Class Participation	10%
Attendance at all class sessions, demonstrated preparation of required readings, and active and meaningful engagement in all class discussions.	

Course Materials

Required Textbooks and Readings (*textbooks available online or at the UO Bookstore*)

Bradford, G., Gary, M., & Wallach, G. (Eds.). (2000). *The politics of culture: Policy perspectives for individuals, institutions, and communities*. New York: The New Press.

Rosenstein, C. (2018). *Understanding cultural policy*. New York: Routledge.

Required Course Reader (*available at the UO Bookstore*).

Other Required Readings will be made available to you online through a URL and a link on the Canvas site set up for this course, or as handouts provided to you in class.

Course Schedule of Topics, Required Readings, and Assignments

Abbreviations for locating your assigned readings:

(PC) = *The Politics of Culture*

(UCP) = *Understanding Cultural Policy*

(CR) = Course Reader

(Canvas) = A Publicly Available Reading Linked on Canvas

* - In the weekly list of assigned readings below, **reading assignments designated only for graduate students** are marked with an asterisk.

Part 1: What is Cultural Policy?

Week 1: Introducing Cultural Policy

Your assignment during Week 1: Read all assigned readings for Week 1 and Week 2.

Students' and Instructor's Introductions

Overview of the Course Structure and Content

Discussion of Course Assignments and Requirements

Introduction to Cultural Policy

Assigned Introductory Readings:

(PC) Glenn Wallach: "Introduction" (pp. 1-10)

(UCP) "Introduction" (pp. 1-18)

(CR) Cherbo, J. M., Vogel, H. L., & Wyszomirski, M. J. "Toward an Arts and Creative Sector." In *Understanding the Arts and Creative Sector in the United States*. New Brunswick, NJ: Rutgers University Press, 2008. (pp. 9-27)

Week 2: Understanding Cultural Policy Institutions and Processes

Your assignment during Week 2: Complete readings for Week 3.

Assigned Readings:

(UCP) “What Is Cultural Policy?” (pp. 48-67)

*(PC) Paul DiMaggio: “Social Structure, Institutions, and Cultural Goods: The Case of the United States” (pp. 38-62)

(PC) Justin Lewis: “Designing a Cultural Policy” (pp. 79-93)

Week 3: Introduction to Comparative Cultural Policy

Your assignment during Week 3: Complete readings for Week 4 and complete Assignment 1 (non-US national cultural policy profile).

Assigned Readings:

(UCP) “Comparing Cultural Policies” (pp. 195-215)

(PC) “Cultural Policy Options in the Context of Globalization” (pp. 302-326)

*(PC) “The New Study and Curation of Culture” (pp. 338-356)

(CR) Cummings, Jr., M.C. & Katz, R. S. (1987). Government and the arts: An overview. In M. C. Cummings, Jr., & R. S. Katz (eds.), *The patron state* (pp. 3-16). New York: Oxford University Press.

Week 4: Issues in International and Transnational Cultural Policy

DUE: Non-US National Cultural Policy Profile (see assignment guidelines). Be prepared to discuss your national cultural policy brief in class.

Study guidelines provided in class for Exam 1.

Your assignment during Week 4: Complete readings for Week 5 and prepare for Exam 1.

*(Canvas) *Global Map of the Cultural Industries* (pdf, 120-page report)

(CR) Throsby, D. (2010). “Culture in the International Economy” (pp. 157-170) and “Cultural Diversity” (pp. 171-180) from *The Economics of Cultural Policy*. New York: Cambridge University Press.

(CR) Singh, J. P. (2008). “Between Cooperation and Conflict: International Trade in Cultural Goods and Services” (pp. 177-196). From *Understanding the Arts and Creative Sector*, edited by J. M. Cherbo, R. A. Stewart, and M. J. Wyszomirski. London: Rutgers University Press.

Part 2: How Does Cultural Policy Work in the USA? Understanding the Institutions, Actors, and Tools

Week 5: Federal Cultural Policy, up to the 1990s

EXAM 1 on weeks 1-4 content (First half of class)

Your assignment during Week 5: Complete readings for Week 6 and complete Assignment 2 (Profile of a Regional, State, or Local Arts Council or Agency)

Assigned Readings:

- (PC) “Culture and the State in America” (pp. 114-140)
(UCP) “A (Very) Short History of the Development of National Cultural Policy in the United States” (pp. 19-47)
*(PC) John Kreidler: “Leverage Lost: Evolution in the Nonprofit Arts Ecosystem” (pp. 147-168)
*(CR) The Independent Commission (September, 1990): *A Report to Congress on the National Endowment for the Arts* (pp. 1-41)
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Week 6: Present-Day Cultural Policy in America

The Federal-State-Local Cultural Policy Systems

The Arts Councils and Agencies Structure in the USA

DUE: Assignment 2 – Profile of a Regional, State, or Local Arts Council or Agency. Be prepared to discuss the agency you selected in class.

Your assignment during Week 6: Complete readings for Week 7 and prepare Policy Lab 4 for Week 7.

Assigned Readings:

- (UCP) “The Cultural Bureaucracy” (pp. 68-102)
(PC) Margaret Wyszomirski: “Policy Communities and Policy Influence: Securing a Government Role in Cultural Policy for the Twenty-First Century” (pp. 94-107)
(UCP) “Contemporary Issues” (pp. 216-226)
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Week 7: State Intervention in Arts and Culture: Regulation

DUE: Assignment 3 - Policy Lab 4 on *Culture and the City* (UCP pp. 124-134), according to assignment guidelines.

Your assignment during Week 7: Complete readings for Week 8 and prepare Policy Lab 5 for Week 8.

Assigned Reading:

- (UCP) “Forms of State Intervention I: Regulation” (pp. 103-134)
(UCP) “Data and Research” (pp. 166-194)
*(PC) Bruce Seaman: “Arts Impact Studies: A Fashionable Excess” (pp. 266-285)
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Week 8: State Intervention in Arts and Culture: Provision

DUE: Assignment 4 - Policy Lab 5 on *Supporting Nonprofit Culture* (UCP pp. 135-165), according to assignment guidelines.

Study guide and review session for Exam 2 provided in class.

Your assignment during Week 8: Complete readings for Week 9 and study for Exam 2.

Assigned Reading:

- (UCP) “Forms of State Intervention II: Provision” (pp. 134-164)
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Part 3: How Can Arts and Culture Sector Leaders Influence the Cultural Policy Environment?

Week 9: Articulating Public Value of the Arts

EXAM 2 on weeks 5-8 content (First half of class)

Your assignment during Week 9: Complete readings for Week 10 and compile your course materials in preparation for the cumulative final exam.

Assigned Readings:

- (PC) The American Assembly: “The Arts and the Public Purpose” (pp. 64-70)
- (PC) President’s Committee on the Arts and the Humanities: “Creative America: A Report to the President” (pp. 71-78)
- (CR) Wyszomirski, M. J. (2000). “Raison d’Etat, Raisons des Arts: Thinking About Public Purposes.” In J. M. Cherbo & M. J. Wyszomirski, (Eds.), *The Public Life of the Arts in America* (pp. 50-78). New Brunswick, NJ: Rutgers University Press.
- *(Canvas) RAND (2004). *Gifts of the Muse: Reframing the Debate About the Benefits of the Arts*. (Summary version). www.rand.org/pubs/monographs/2005/RAND_MG218.sum.pdf

Week 10: Advocacy Strategies and Approaches for Arts & Cultural Sector Leaders

The Take-Home Final Exam will be given to you at the end of the class session.

Assigned Readings:

(Canvas) TBA -- Advocacy training materials from Americans for the Arts and the National Assembly of State Arts Agencies. These will be uploaded to Canvas or will be provided to you as handouts in class.

The Take-Home Cumulative FINAL EXAM
Due by 12:00 noon on the Monday of Exam Week