FENICE
INTERDISCIPLINARY EDUCATION

U 1: Management and Entrepreneurship in CCIs

Theme 1.3. Cultural Policies and Institutions. Intellectual Property.

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Co-funded by the
Erasmus+ Programme
of the European Union

This material is a part of the training content for the syllabus "Management and Entrepreneurship in Cultural and Creative Industries" for BA and MA students in arts and humanities (A&H) containing 10 themes in total. It has been developed within the Erasmus+ Strategic Partnership "FENICE - Fostering Entrepreneurship and Innovation in Cultural and Creative Industries through Interdisciplinary Education".

The training contents at a glance:

FENICE Program

Unit 1: Management and Entrepreneurship in CCIs
Theme 1.1. Understanding CCIs. Cross-Sectoral Collaborations.
Theme 1.2. Creativity and Innovation. Accountability and Ethical Behavior
Theme 1.3. Cultural Policies and Institutions. Intellectual Property
Theme 1.4. Entrepreneurial Mindset and Process
Unit 2: Entrepreneurial Practice – Modelling a CCI Enterprise
Theme 2.1: Designing a business for the CCIs: preparing a business plan and pitching business
Theme 2.2: Product or Service from economic point of view. Economic Value. Product and service in arts. Cultural Value.
Theme 2.3: Market, Competition, Consumption and Branding in CCIs
Theme 2.4: Business models, systems, partnerships
Theme 2.5: Management: team and change management in the CCIs
Theme 2.6: Financing. Opportunities and Risks

You can find more information at the homepage: http://www.fenice-project.eu

Declaration on Copyright:

1 TEST YOUR KNOWLEDGE

Multiple-choice questions

1. Culture is: (more answers are possible)
- <u>"The realm of human values, in which the human race, rising above the struggle for survival, reduces aggression, violence and misery, and builds a nobler world, higher than the world of ordinary civilization" (Beljanski 2011: 45)</u>
- <u>The definition of culture can officially be defined by each European country at its discretion and based on its own national needs, bearing in mind the multicultural nature of its territory.</u>
- <u>It is impossible to give a single definition of culture, because it depends on many factors. Due to philosophical and sociological research in the middle of the 20th century, positivist definitions of culture were replaced by attitudes that culture consists of good and bad contents, the contents of high-brow and low-brow culture, the content adapted to consumers of different ages ...</u>

2. Cultural policy is:
- A set of actions carried out within a country in a liberal spirit that allow any kind of artistic activity without restrictions and censorship, with the idea that a large number of cultural events will raise the level of culture in a society.
- Cultural policy is a policy that defines the most important forms of artistic activities, registers them in the Intellectual Property Office, and implements them at the national and local level, strongly emphasizing the importance of volunteer work, i.e. work without financial support.
- <u>Cultural policy is the total sum of intentional intervention or absence of the intervention of the state or its bodies whose aim is to respond to certain cultural needs through the optimal use of physical and human resources available to society at a given time.</u>

3. What is interesting about the aspect of "critical thinking" within the cultural policy once proposed by Portugal?
- It emphasized the need for education of the population in the field of "critical thinking theory"
- <u>It emphasized the "engaged" function of culture in a society</u>
- By this, the state wanted to allow everyone to criticize everything, regardless of their education, gender, age, etc.

4. What is intellectual property?
- <u>Intellectual property represents various creations of the human mind which can be protected by different forms of intellectual property rights if they meet the conditions perscribed by law.</u>

- Intellectual property is an idea or materialization of that idea which can be registered in a place specifically perscribed for that and therefore protected so that others could not use it as their own.
- Intellectual property is anything that a person thinks of, describes (in words), and publishes on the Internet.

5. What are copyrights?
- The rights acquired by an artist after completing a work of art and registering it with the Intellectual Property Office.
- <u>The rights automatically acquired by an artist after completing his/her work of art.</u>
- The rights acquired by an author 70 days after the completion of his work of art.

Open questions (+ answers)

1. What is culture?

Reply: It is impossible to give one general definition of culture. According to one of the acceptable definitions, culutre includes socially recognized values, tolerance, open and closed orientation of people, beliefs, creative spirit and personal interests of the individual and society. Language, folklore, customs, rituals, tradition, knowledge and the process of education, diversity and interest in other cultures, as well as the modern product of creative work are the foundations for the preservation and development of culture. In a narrower sense, culture is art, architecture, music, literarture and other creative way of expressing.

2. What is cultural policy?

Reply: Cultural policy is the total sum of intentional interventions or lack of the intervention from the state or its bodies, especially those aimed at responding to certain cultural needs through the optimal use of physical and human resources available to a society at a given time.

3. How is culture financed and how would you describe the general funding scheme in Europe?

Reply: Culture is financed from national or private funds. In the case of private funds, some states give tax incentives to those who donate for cultural purposes. There is a general trend of reducing the funds for culture in most European countries.

4. In which sector are cultural institutions formed?

Reply: Cultural institutions are formed in the public (governmental), non-governmental (NGO) and private sectors.

5. What is intellectual property?

Reply: Intellectual property represents various creations of the human mind which can be protected by certain forms of intellectual property rights if they meet the conditions prescribed by law.