



CULTURAL MARKETS AND CULTURAL PRACTICES

Credit points:	6 CP
Study course annotation	<p>The aim of the study course is to provide an understanding of the design and functioning of a cultural product on the cultural market, to promote students' skills to analyze contemporary cultural phenomena in perspective of cultural practices and product consumption, as well as to develop the professional skills to explore the market in the segment of cultural industries and to promote cultural products and services.</p> <p>The tasks of the study course are as follows:</p> <ul style="list-style-type: none"> • to develop the competence to follow up and professionally gathering research on modern cultural products and cultural market trends, on the ways of describing cultural phenomena and cultural practices; • to form an understanding of cultural processes in today's globalized world; • to develop the skills to analyze the functions of cultural practices in the process of socialization and communication; • to provide opportunities to learn the skills of conducting research and argumentative discussing the processes of consumption of cultural products in the field of cultural industries; • to develop the skills to analyze the main trends in the field of Latvian and European cultural industries.
Study results:	<p>Knowledge</p> <p>Upon successful completion of this course students will:</p> <ul style="list-style-type: none"> • understand the ways of describing cultural phenomena and cultural practices; • recognize the types and functions of cultural practices in traditional and modern culture; • understand the basic approaches of modern cultural theories; • identify the differences in the understanding of the cultural product in economics, cultural sociology and cultural theory; • understand social, economic and other factors that influence the developing and designing cultural product and the functioning of cultural markets. <p>Skills</p> <p>Upon successful completion of this course students will:</p> <ul style="list-style-type: none"> • appropriately use the concepts of modern cultural theory and sociology; • critically analyze the theoretical literature in order to independently find a problem solving; • analyze cultural practices in the process of socialization and communication; • compare and analyze trends in the cultural market of Latvia and Europe; • apply appropriate research methods, analyzing the functioning of the cultural product in the cultural market in specific situations; • evaluates the offer and demand of the cultural product according to the relevant criteria. <p>Competences</p> <p>Upon successful completion of this course students will:</p> <ul style="list-style-type: none"> • explore the current cultural problems in the consumer situation taking in account the relevant theoretic approach; • correctly formulates a justified opinion, analyzing the current situation of cultural markets; • apply research and analytical methods in the interpretation and evaluation of cultural



	<p>products;</p> <ul style="list-style-type: none"> • find creative solutions by developing strategies for promoting cultural products on the market; • make responsible decisions when solving problem situations in the context of developing cultural products; • skills to conduct a comprehensive research of competitors' services, identifying the competitiveness of their services.
Study course plan:	
No.	Topics
1.	Introduction. Cultural practices: phenomenon and theoretical approaches.
2.	Cultural practices in socialization processes: sociological and anthropological approaches.
3.	Cultural practices in the context of communication: cultural memory and commemoration practices.
4.	Cultural practices as expressions of identity: social, ethnic and cultural identity.
5.	Introduction (II): cultural markets, cultural industries, cultural products.
6.	Constructing cultural and social space: the impact of cultural and social practices in the globalized world.
7.	Cultural policy and culture as a sector of the national economy. Cultural market and cultural commodification processes
8.	Cultural economy: forms of cultural capital. Cultural and creative industries.
Form of final examination:	
	Written exam (argumentative essay I, II)
Mandatory literature of the study course (in English):	
<ol style="list-style-type: none"> 1. Bourdieu, P. The forms of capital. In: Richardson, J., Handbook of Theory and Research for the Sociology of Education. Westport, CT: Greenwood: 241–258. 2. Critical perspectives on cultural memory and heritage: construction, transformation and destruction. Ed. by Veysel Apaydin. London: UCL Press, 2020. 3. Hesmondhalgh, D. The Cultural Industries (4th edition). London, SAGE publications, 2019. The Oxford handbook of creative industries. Ed. by Candace Jones, Mark Lorenzen and Jonathan Sapsed. Oxford ; New York : Oxford University Press, 2017. 	
Study course supplementary literature:	
<ol style="list-style-type: none"> 1. Cameron, S. Music in the marketplace: A social economics approach. London: Routledge, 2015. 2. Cultural Production and Participatory Politics: Youth, Symbolic Creativity, and Activism. Ed. by Rubén Gaztambide-Fernández, Alexandra Arráiz Matute. London: Routledge, 2020. 3. Curran, J., Hesmondhalgh, D. Media and Society. (6th edition). Bloomsbury: Bloomsbury Academic, 2019. 4. Post-identity? Culture and European integration. Ed. by Richard McMahon. London ; New York : Routledge, Taylor & Francis Group, 2019. 	
Periodicals and other sources of information:	
<ol style="list-style-type: none"> 1. <i>Creative Industries Journal</i>. https://www.tandfonline.com/toc/rcij20/current 2. <i>International Journal of Religious and Cultural Practice</i>. https://www.iardjournals.org/journal/?j=IJRCP 3. <i>Journal of Cultural Economics</i>. https://link.springer.com/journal/10824/volumes-and-issues 	
During the study process changes and additions to the program and the list of references are possible	