### **COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

**Academic School/Department:** Communications, Arts and Social Sciences

**Programme:** MA in Visual Arts Management and Curating

Level:

Course Title: Arts Policy

Course Code: VAM 7102

Course Leader: Charlotte Bonham-Carter

Student Engagement Hours: 200
Seminars: 39
Tutorials: 6
Independent / Guided Learning: 155

**Semester:** FALL

**Credits:** 20 UK CATS credits

10 ECTS credits 4 US credits

### **Course Description:**

Aims to give students an understanding of the structure of arts policy in the UK and the USA, as well as on an international level. The course will explore the history of the Department for Culture, Media and Sport (DCMS), the Arts Council and the British Council, in the UK and the National Endowment for the Arts in the USA, making comparisons between the two. Students will be asked to critically engage with different political agendas and how they have impacted arts organisations and the creative industries. Current debate around the instrumentalisation of the arts as social and economic processes will be discussed, alongside questions about how the value of art to society can be evaluated and measured – questions which are central to public policy formation.

**Pre-requisites and/or Co-requisites:** MA Visual Arts Management and Curating students only

### Aims and Objectives:

- To introduce students to arts policy from an intercultural perspective
- To explore the funding structure for arts and culture in the UK
- To examine the funding structure for arts and culture in the US, Europe and around the world
- To analyse the value of culture, as set out in cultural policy

- To consider different methodologies for measuring and assessing the impact of arts and culture
- To examine the relationships between arts policy and social, economic and educative agendas
- To explore policy formation and cultural diplomacy
- To engage critically with texts

## **Programme Outcomes:**

At the end of this course, the students will have achieved the following programme outcomes:

A2, B4, B7

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

## **Learning Outcomes:**

- articulate a systematic knowledge from an intercultural perspective of arts policy
- show excellent writing skills including logical and structured narratives and arguments supported by relevant primary and secondary evidence
- critically evaluate different funding and cultural policies, as well as operational methodologies

# **Indicative Content:**

- arts funding structures
- cultural diplomacy
- arts policy and the creative economies
- methodologies and methods for measuring impact
- arts policy and politics in the UK
- the value of culture in arts policy
- critical engagement with texts

### **Assessment:**

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

FHEQ	Richmond/UK	Normal	Total assessment
level	Level	Number of	
		Items	
		(including	
		final exam)*	
LEVEL 7	R500/UK MA	2-3	5000-7000 words

1.	Compare and Contrast Essay (due week 7)	40%
2.	Extended Essay (due week 12)	50%
3.	Oral Presentation (due week 11/12)	10%

## Teaching Methodology:

#### **SEMINARS**

The course will consist of weekly postgraduate seminars, which will follow the structure set out within the course syllabus and will serve a number of functions: seminars provide a framework for the course; address critically the relevant literature in specific areas, examine concepts, theories and case studies, and enable students to engage in group discussion and dialogue, and autonomous learning. Seminars rely upon active student participation, mediated by the course instructor. By examining and discussing issues and problems in a seminar setting, students as junior research colleagues will be able to learn from each other and resolve questions that arise in the course of the lectures and readings. Seminars will only be useful to the extent that they are prepared for and participation in discussions and debates is an essential aspect of this. All students will be required to participate. Tutorial opportunities will also be available for research supervision and other academic support.

## Bibliography:

Flew, T. *The Creative Industries, Culture and Policy*. (London, Los Angeles, New Delhi, Singapore, Washington DC: Sage, 2012).

Frey, B. Arts & Economics: Analysis & Cultural Policy. (Berlin: Springer-Verlag, 2003). Hesmondhalgh, D. and A. Pratt. "Cultural Industries and Cultural Policy" International Journal of Cultural Policy 11(1) (2005): 1-14.

Jowell, T. "Why Should Government Support the Arts" in engage Review 17 (Summer 2005).

Throsby, D. The Economics of Cultural Policy. (Cambridge: Cambridge University Press, 2010).

Change Log for this CSD:

Major or	Nature of Change	Date Approved &	Change
Minor		Approval Body (School	Actioned by
Change?		or LTPC)	Academic
			Registry