

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications & The Arts
Programme:	MA Visual Arts Management and Curating MA Performing Arts Management
FHEQ Level:	7
Course Title:	Arts Policy
Course Code:	VAM 7102
Student Engagement Hours:	200
Lectures:	39
Seminar / Tutorials:	6
Independent / Guided Learning:	155
Semester:	Fall, Spring, Summer
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

Aims to give students a sophisticated 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 the arts to society can be evaluated and measured – questions which are central to public policy formation.

Prerequisites:

MA VAM and PAM 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:

MA VAM:

A2, B4, B7

MA PAM:

A, B, C, E, F, G

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- 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 Board and are located at <https://www.richmond.ac.uk/university-policies>.

Teaching Methodology:

Teaching will include interactive lectures, supplemented with a range of audiovisual aids, designed to introduce students to the key concepts of professional practice. Guest speakers and activities will contribute alternative perspectives and experience. Students will develop their critical understanding of these concepts and their practical application through a range of workshops and group and individual exercises undertaken in class and out of class. Their group and individual presentations and written work will be discussed in feedback sessions which explore responses to issues arising from professional practice. The teaching will be supplemented with individual tutorials designed to address students' personal needs.

Indicative Text(s):

- Flew, T. 2012. *The Creative Industries, Culture and Policy*. (London, Los Angeles, New Delhi, Singapore, Washington DC: Sage).
- Frey, B. 2003. *Arts & Economics: Analysis & Cultural Policy*. (Berlin: Springer-Verlag, 2003).
- Henley, D. 2016. *The Arts Dividend: Why Investment in Culture Pays*. (London: Elliott and Thompson).
- Hesmondhalgh, D. and A. Pratt. 2005. "Cultural Industries and Cultural Policy" *International Journal of Cultural Policy* 11(1):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).

Journals

- New Theatre Quarterly <https://www.cambridge.org/core/journals/new-theatre-quarterly>
- TDR/ The Drama Review <https://www.mitpressjournals.org/loi/dram>
- Studies in Theatre and Performance <https://www.tandfonline.com/loi/rstp20>

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Integration of MA PAM learning outcomes		