



THE AMERICAN UNIVERSITY OF PARIS

knowledge, perspective, understanding

FROM 'CULTURAL DEVELOPMENT' TO 'CULTURAL DIVERSITY'

Yudhishtir Raj Isar

Seminário Diversidade Cultural, Belo Horizonte

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‘ CULTURE AND DEVELOPMENT IN THE 2005 CONVENTION

Preamble

- ***...cultural diversity...is a mainspring for sustainable development for communities, peoples and nations,***
- ***...the need to incorporate culture as a strategic element in national and international development policies, as well as in international development cooperation,***
- ***...the importance of traditional knowledge... and its positive contribution to sustainable development,***

IN THIS PRESENTATION:

- **Evolving discourses of ‘culture and development’:
a four decade history**
- **‘Cultural diversity’ and ‘creativity’ become the new
master narratives**
- **Key policy issues arising**

CULTURE/DEVELOPMENT?

- Culture in development?
- Culture for development?
- Development for culture?
- Or none of the above and something more complex and more elusive?

‘ CULTURE’: THE TWO KEY USAGES

- **as the arts, intellectual creativity, heritage**
- **as ways of life (from the late 1960s)**
- ▶ **and today, the first is promoted increasingly by nation-states in the name of the second**

‘DEVELOPMENT’

INTRANSITIVE, when something develops it:

- comes into being or activity
- becomes larger, fuller, better
- grows or evolves

‘ DEVELOPMENT ’

TRANSITIVE, to develop something is to:

- **cause it to grow gradually in some way**
- **expand it**
- **strengthen it**

‘ DEVELOPMENT ’

...we should make available to peace-loving peoples the benefits of our store of technical knowledge in order to help them realize their aspirations for a better life. And, in cooperation with other nations, we should foster capital investment in areas needing development.’

US President Harry Truman, Inaugural Address, 20 Jan 1949

‘ DEVELOPMENT ’

- **But haven’t more cultural ‘bads’ than ‘goods’ been justified in the name of development?**
- **Is ‘culture’ itself better off – has culture itself been ‘developed’ – by virtue of being an instrument for, a tool of... ‘development’?**

‘CULTURE AND DEVELOPMENT’: 3 CONCEPTS

1. *Cultural development*

2. *The cultural dimension of development*

3. *Culture and development*

‘CULTURAL DEVELOPMENT’

■ French social thought of the 1960s:

- *Éducation populaire*
‘*Peuple et culture*’ (Joffre Dumazedier)
- Catholic trade unionism (Jacques Delors)

‘CULTURAL DEVELOPMENT’

■ France calls upon UNESCO:

‘to identify the cultural needs of modern societies... make useful **connections** with regard to both education and **the economy**, and also enable us to grasp the nature and modalities of this demand, which we know is strong, but about which we still know little. If we can identify the material and psychological obstacles to **cultural development**, the relations between supply and demand, if we can determine **the new economic and social circuits of cultural life**, then we shall be able to analyse the true means of cultural **action** ... and be able to study the most appropriate administrative and financial structures at the level of the State, of local communities and on the part of the private sector.’

(Statement of French delegation to 1966 General Conference)



‘CULTURAL DEVELOPMENT’

- **UNESCO Secretariat defines ‘cultural development’:**

‘the raising of a nation’s cultural level by making the resources of culture more widely accessible and by providing more favourable conditions for creative work.’



'CULTURAL DEVELOPMENT'

=

**the flourishing of the cultural sector, which in itself
contributes to 'development'**



‘THE CULTURAL DIMENSION OF DEVELOPMENT’

■ A new discourse of the late 1970s, generated entirely within the Organization and impelled by:

- Decolonisation**
- ‘Third Worldism ’**
- Contestation of the reigning development paradigm**
- ‘Modernization’ doesn’t have to be ‘Westernization’**



'THE CULTURAL DIMENSION OF DEVELOPMENT'

■ 'Cultural identity' is a leading idea...



‘THE CULTURAL DIMENSION OF DEVELOPMENT’

■ ‘Cultural identity’ is a leading idea...

*‘Cultural development... represents a powerful factor making for national identity and integration and an instrument of social transformation and progress.’
(Jogjakarta, 1973)*

‘THE CULTURAL DIMENSION OF DEVELOPMENT’

■ ‘Cultural identity’ is a leading idea...

‘...cultural identity as an act of liberation, the basis of any endogenous development process and the prerequisite for the advent of a new world order... (its assertion illustrates) ‘ the determination of peoples to take back their destiny into their own hands, without implying any retreat into introspection.’ (Accra, 1975)

‘THE CULTURAL DIMENSION OF DEVELOPMENT’

■ ‘Cultural identity’ is a leading idea...

‘...not only as a permanent source of inspiration for independence, sovereignty and nation-building, but also as an instrument of well-balanced economic and social development and a prerequisite for strengthening regional and international co-operation based on the right of peoples to self-determination and the recognition of the equal dignity of all cultures.’ (Bogotá, 1978)



'THE CULTURAL DIMENSION OF DEVELOPMENT'

=

'development' is itself a cultural project and 'culture' must be harnessed to it...

‘CULTURE AND DEVELOPMENT’

■ The fall of Communism, the end of the Cold War and the triumph of neo-liberalism

■ Recognition that the ‘cultural dimension of development’ is largely incantation: what does it mean in practical terms?

■ The success of the environmental movement and the example of *Our Common Future* (World Commission on Environment and Development)

together lead to the idea of a

World Commission on ‘*culture and development*’



‘CULTURE AND DEVELOPMENT’

■ A central concern:

‘complex notions...inhibit an analysis of the relationships among the variables they pack together...’

culture tends to be represented as a single system, though one shot through with arguments and inconsistencies.

However, to understand culture, we must first deconstruct it.

If its elements are **disaggregated**, it is...not difficult to show that the parts are separately tied to specific administrative arrangements, economic pressures, biological constraints, and so forth.’

Adam Kuper, *Culture: the anthropologists’ account*, 1999



'CULTURE AND DEVELOPMENT'

=

the relationships between cultural life and human development, understood as the widening of human opportunities and choices



‘CULTURE AND DEVELOPMENT’

- The World Commission’s report, *Our Creative Diversity – Nossa Diversidade Criadora* -- is completed and delivered in 1995**



OUR CREATIVE DIVERSITY

■ A call to rethink cultural policy...

‘the very notion of cultural policy has to be considerably **broadened**... means ... factors of cohesion that hold **multi-ethnic** societies together, by making much better use of the realities and opportunities of **pluralism**



OUR CREATIVE DIVERSITY

■ A call to rethink cultural policy...

‘It implies promoting **creativity** in politics and governance, in technology, industry and business, in education and **in social and community development** -- as well as in the arts’.



OUR CREATIVE DIVERSITY

■ Leads to the 1998 Intergovernmental Conference on Cultural Policies for Development (Stockholm)

CULTURE/DEVELOPMENT

- Cultural development: 1966 ⇒⇒
- Cultural dimension of development: 1980 ⇒⇒
- Culture and development: 1994 ⇒⇒

CULTURE/DEVELOPMENT: A FOURTH PHASE?

- The very concept of 'development' is challenged...
- 'Development' as a nation-state project is called into question
- The notion of 'developing country' has become ambiguous

‘DEVELOPMENT’: A CONTESTED IDEA

- The discounting of the nation-state: its powers diminished at the hands of multinational corporations, trans-national institutions, and the movements of people, money, technology, ideas, cultural products and symbols that are beyond their control.
- So how can the nation-state control ‘development’ *within* its territory in a world of increasing porous borders?

‘DEVELOPMENT’: A CONTESTED IDEA

- Yet people in search of security still turn to the political symbols, legal resources, and physical barriers that only a territorial state can provide...
- ... and no doubt many *cultural symbols* and values as well.

‘DEVELOPMENT’: A CONTESTED IDEA

- ‘Development is much more than just a socio-economic endeavour: it is a perception which models reality, a myth which comforts societies, and a fantasy which unleashes passions.
- Perceptions, myths and fantasies, however, rise and fall independent of empirical results and rational conclusions; they appear and vanish, not because they are proven right or wrong, but rather *because they are pregnant with promise* or become irrelevant.’

Wolfgang Sachs

‘ CULTURE AND DEVELOPMENT IN THE 2005 CONVENTION

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‘ CULTURE AND DEVELOPMENT IN THE 2005 CONVENTION

Article 14 – Cooperation for development

- *Parties shall endeavour to support cooperation for sustainable development and poverty reduction, especially in relation to the specific needs of developing countries, in order to foster the emergence of a dynamic cultural sector by, inter alia, the following means:*



THE CULTURES AND GLOBALIZATION SERIES

THEMES:

- Volume 1 (2007): *Conflicts and Tensions*
- Volume 2 (2008): *The Cultural Economy*
- Volume 3 (2009): *Cultural Expression, Creativity and Innovation*
- Volume 4 (2010): *Memory, Heritage, Identity*
- Volume 5 (2011): *New Horizons in Cultural Policy*

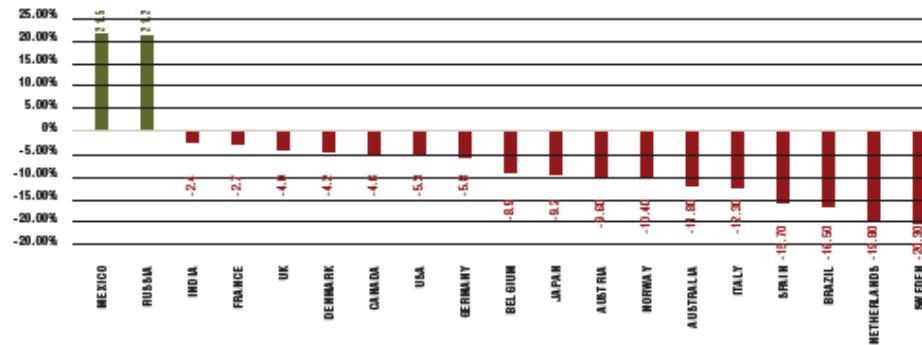
(Trans-national, trans-cultural, trans-disciplinary)

- How globalization affects the production, distribution and consumption of cultural goods and services
- How commodification impacts cultural value
- How the relationships between cultural creators, producers and consumers are being modified
- How vibrant the cultural economy actually is in different countries and regions of the world
- What the policy challenges are...

MUSIC

- recorded music sales - bestselling music - music trends - growth

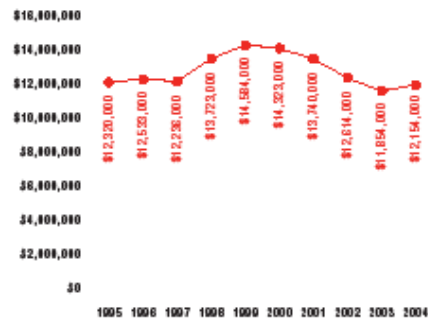
% CHANGE IN VALUE OF UNITS SOLD RECORDED MUSIC:



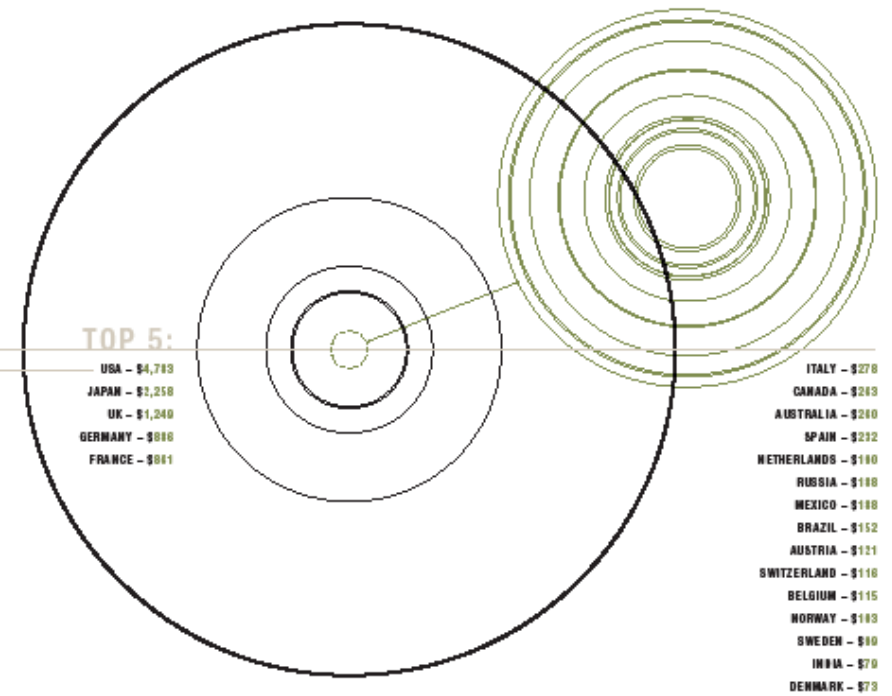
MUSICAL ACTS WITH A TOP 3 BEST-SELLING ALBUM IN MORE THAN ONE COUNTRY:

MUSICAL ACT	COUNTRIES
50 CENTS	US AND CANADA
ANOUK	NETHERLANDS AND BELGIUM
COLDPLAY	BELGIUM, NETHERLANDS AND UK
GREEN DAY	CANADA AND AUSTRIA
MICHAEL BUBLÉ	CANADA, AUSTRALIA AND ITALY
SÖHNE MANNHEIMS	GERMANY AND AUSTRIA

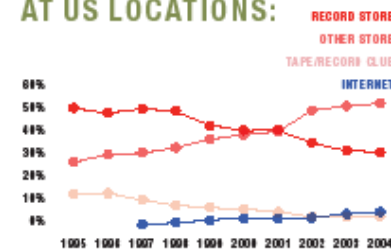
GROWTH OF US MUSIC INDUSTRY:



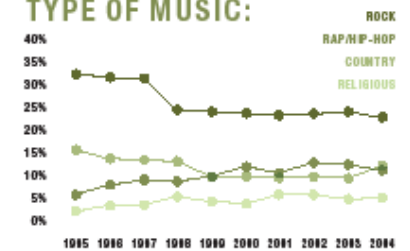
VALUE OF RECORDED MUSIC RETAIL SALES IN US\$ MILLIONS:



% OF MUSIC PURCHASED AT US LOCATIONS:



% OF TOTAL US SALES BY TYPE OF MUSIC:



CULTURAL ECONOMY: THE MAIN MODELS

- *Negative*: the welfare model
- *Competitive*: ‘yet another industry’
- *Positive*: the growth model – highlights higher growth rates in the cultural economy > in other sectors of the economy
- *Emergent*: the innovation model – ‘creative disruption’ of established business practice as well as social networks

Culture is part of the process of economic change that in turn changes the conditions of culture. Cultural dynamics come first, economic dynamics come second, but then cultural dynamics come third, starting this process again.’

(Cunningham, Banks and Potts: ‘The Shape of the Field’)

CULTURAL ECONOMY: DIGITAL MEDIA

■ New forms of *digital media* contribute significantly to the cultural economy. But in ways not yet understood.

- Don't fit any of the traditional media models
- Neither business nor government can keep abreast of changes
- New kinds of goods, services and mechanisms of production, distribution and consumption
- Open up new public spaces for cultural diversity and representation

(Gerard Goggin)

THE GLOBAL CULTURAL ECONOMY

- Governance structures of *intellectual property rights* and distribution, are controlled by Northern gatekeepers, limiting the deployment of the creative strengths of the South.
- The cultural industries are increasingly enrolled for branding purposes by city authorities in the global North, yet even here these instrumentalizing policies don't always benefit the cultural economy *per se*.
- ▶▶ New forms of policy-making, alternative models of governance are essential.

(Andy Pratt)

THE GLOBAL CULTURAL ECONOMY

- Globalization is abetting the emergence of a polycentric and polysemic system of cultural production
- The world is becoming more and more cosmopolitan and eclectic in its modes of cultural consumption

THE GLOBAL CULTURAL ECONOMY

■ Yet many inequities remain. Increasing commodification generates burning questions about the meaning and value of culture...

■ A purely market driven system of cultural supply cannot resolve these problems.

■ Hence a '*prospective cultural politics (in the sense of self-conscious contestation of the symbolic content of economic outputs) is one of the conditions of enhanced democratic order in the modern world.*'

Allen J. Scott



THE GLOBAL CULTURAL ECONOMY

Gilberto Gil:

Politicizing the new economy

‘Cultural policies are an instrument of social emancipation, global articulation and human freedom in the twenty-first century. Seen in this light, the notion of the ‘cultural economy’ is a welcome politicization of economic debate for the contemporary world.’