

Department of Media and Communications public lecture

# The Creative Economy: invention of a global orthodoxy

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*Professor in Cultural Policy, Centre for Cultural Policy Research/CREATE, University of Glasgow. Visiting Professor, Department of Media and Communications, LSE*

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## Professor Robin Mansell

*Chair, LSE*

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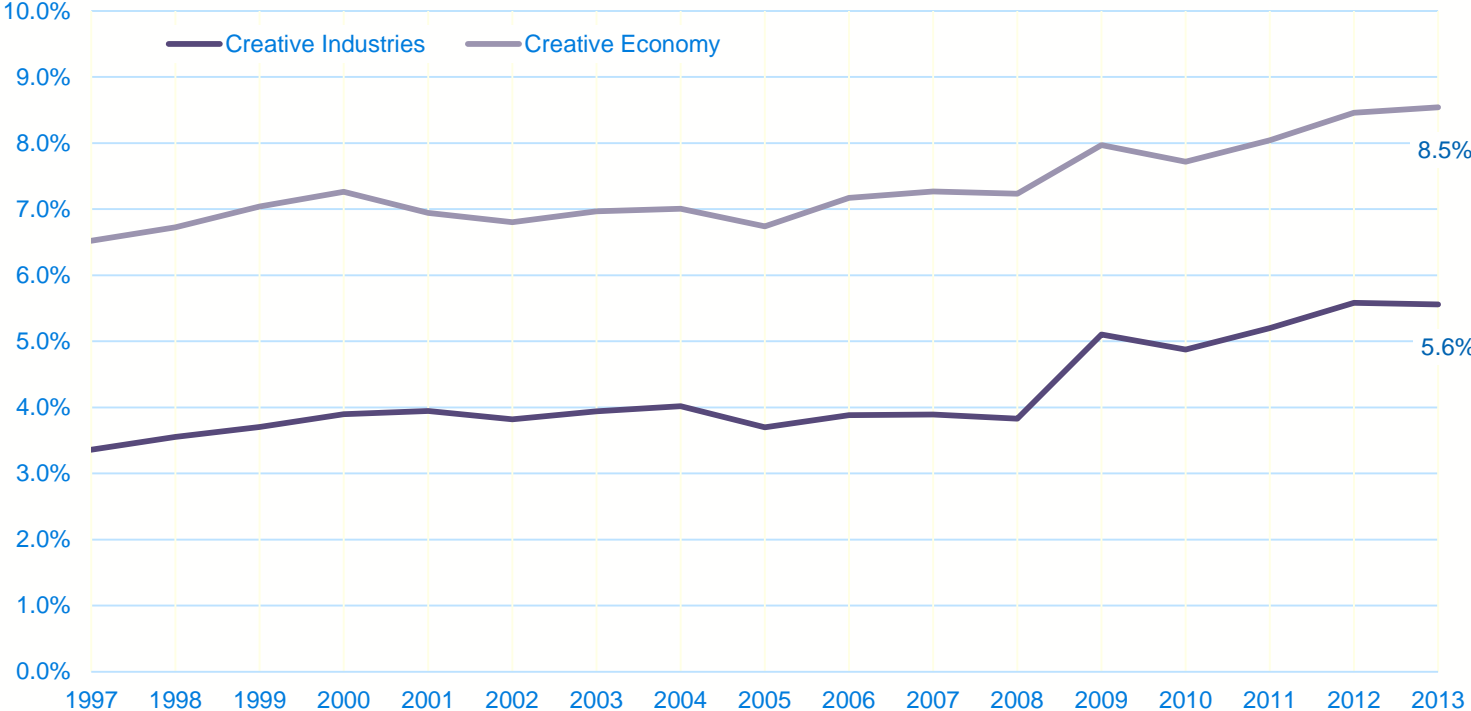
# The creative economy: invention of a global orthodoxy

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**INSPIRING  
PEOPLE**



# Creative Economy and Creative Industry share of all jobs in the UK



DCMS, Creative Industries Economic Estimates, January 2015

# European Policy for Intellectual Property 10th Annual Conference University of Glasgow, UK 2 - 3 September 2015



The website for the 10th Annual Conference of the EPIP Association

[DIGITAL RESOURCES](#)

[PROGRAMME](#)

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## Panel: Measuring the Creative Economy (sponsored by NESTA)

**Presenters:** Jonathan Haskel (Imperial College London), Hasan Bakhshi (NESTA), Dimiter Gantchev (WIPO)

EPIP 2015 ON TWITTER

#epip2015



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15 Oct



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# THE JOHN PEEL

LECTURE

with Brian Eno



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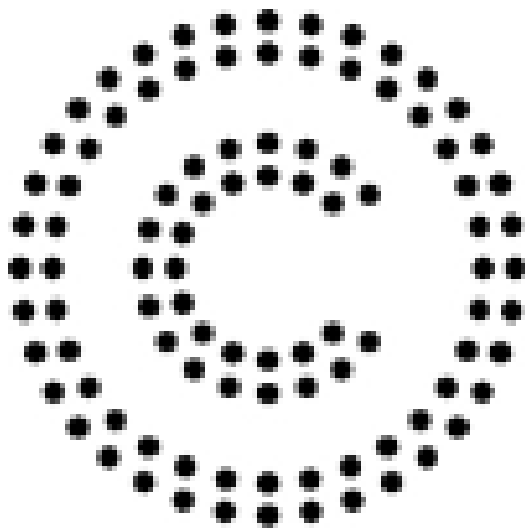
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# CREATE

**Creative Industries and Cultural Policy - MA**

29 September -  
10 October 2014



Creative Ind

How to apply for a taught degree

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Frequently Asked Questions



This programme provides an interdisciplinary grounding in the key economic, cultural and policy forces shaping the development of the creative industries at global, national and local levels. Theoretical and analytical depth is coupled with an emphasis on the realities of contemporary cultural production, in order to deliver both a rigorous academic experience and a foundation for a

Apply now →

Related links

Other programmes in the subject of Theatre, Film and Television Studies: +



# BRITISH BOLD CREATIVE

The BBC's programmes and services in the next Charter:  
September 2015.



Tony Hall, Director-General, BBC:

*I want to open the BBC to become – even more – Britain’s creative partner, to become a platform for this country’s incredible talent, cultural institutions and open up to our audiences in new ways.*

(BBC Media Centre, September 2015)

BBC Charter Review submission:

*Growing the creative industries and promoting the UK abroad.*

(*British Bold Creative*, 2015, p.15)





department for  
culture, media  
and sport



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## SECTION 1.1 | BACKGROUND

### THE CREATIVE INDUSTRIES TASK FORCE

The creative industries occupy an increasingly important place within the national economy. However, their importance is not yet widely recognised. Nor has there traditionally been any formal co-ordination across Government of policies designed to promote them, which are the responsibility of several government departments.

The Creative Industries Task Force was established in June 1997, with the aim of providing a forum in which Government Ministers could come together with a few senior industry figures to assess the value of the creative industries, analyse their needs in terms of Government policies and identify ways of maximising their economic impact.

The Task Force adopted the following definition of the creative industries: *those activities which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.*

These have been taken to include the following key sectors: *advertising, architecture, the art and antiques market, crafts, design, designer fashion, film, interactive leisure software, music, the performing arts, publishing, software and television and radio.*

The Task Force also noted the close economic inter-relationship with other sectors, including tourism, hospitality, museums and galleries and the heritage sector.

Transparency data

# Creative Industries Mapping Documents 1998

From: [Department for Culture, Media & Sport](#)  
 First published: 9 April 1998  
 Part of: [Communications and telecomms and Media and creative industries](#)

## Creative Industries Mapping Documents 1998

### Documents



#### [Advertising](#)

PDF, 100KB, 6 pages

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#### [Antiques](#)

PDF, 106KB, 6 pages

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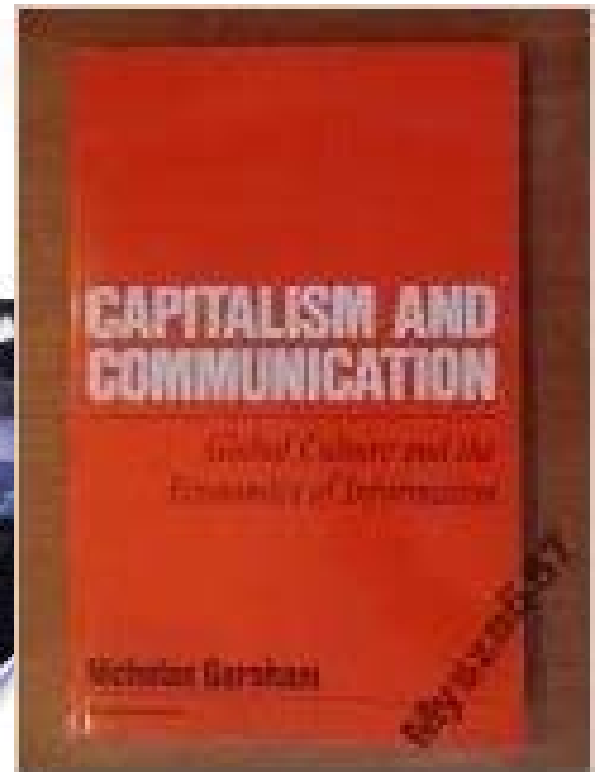
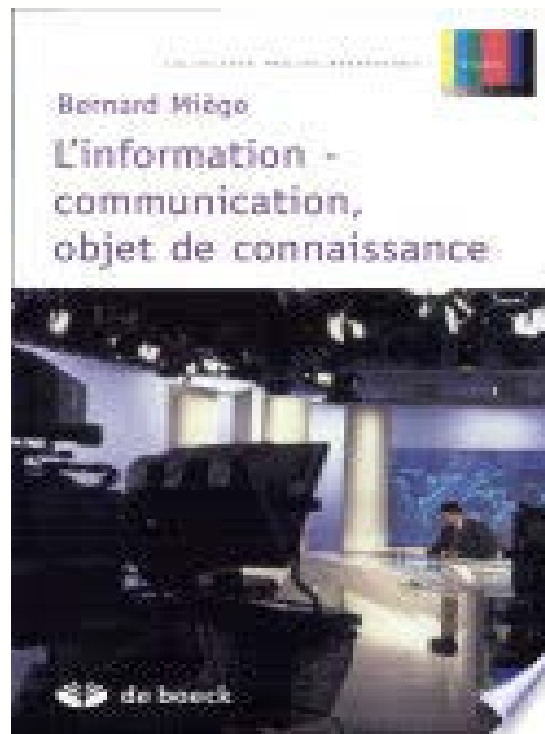
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#### [TV and radio](#)

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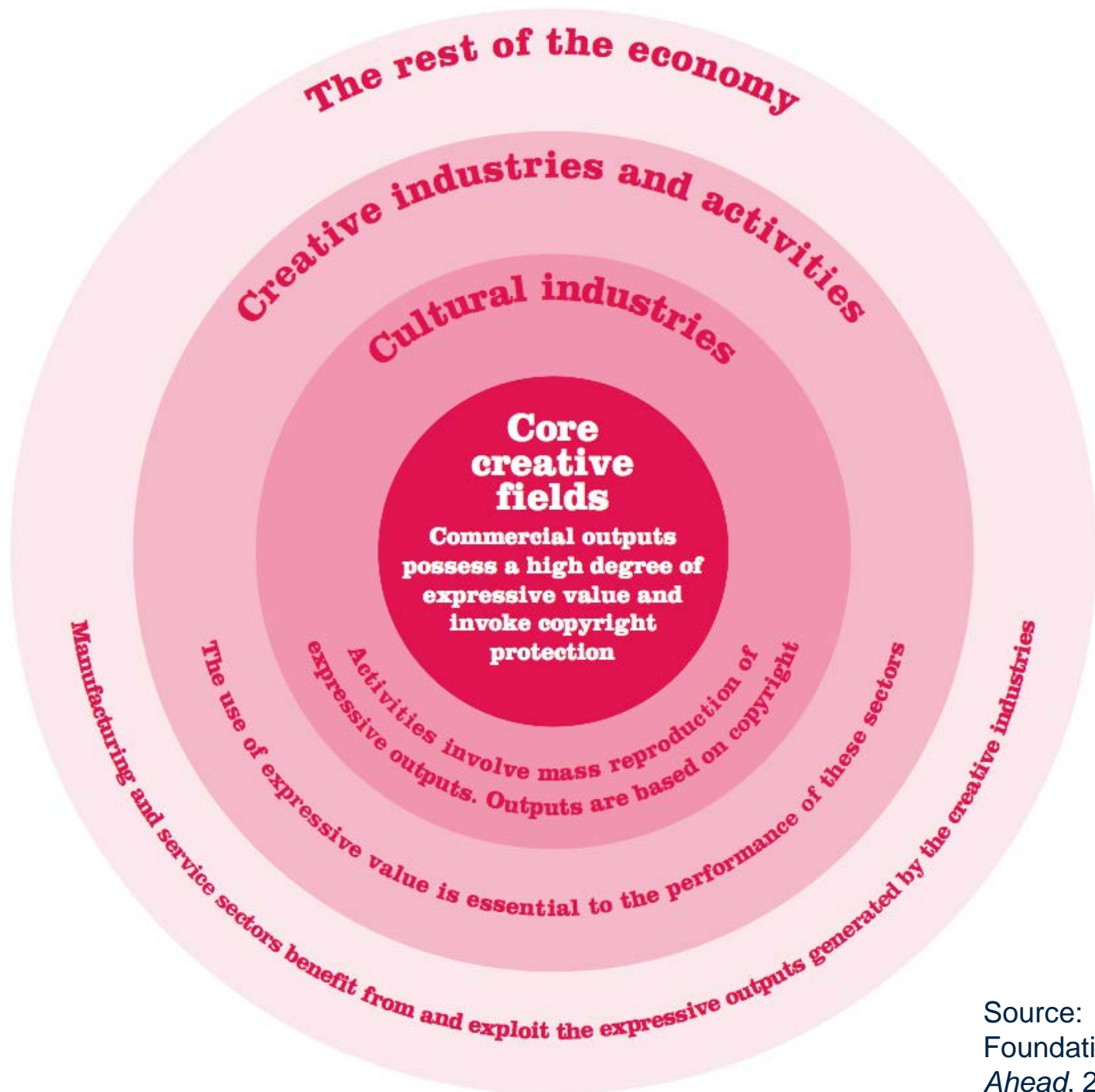
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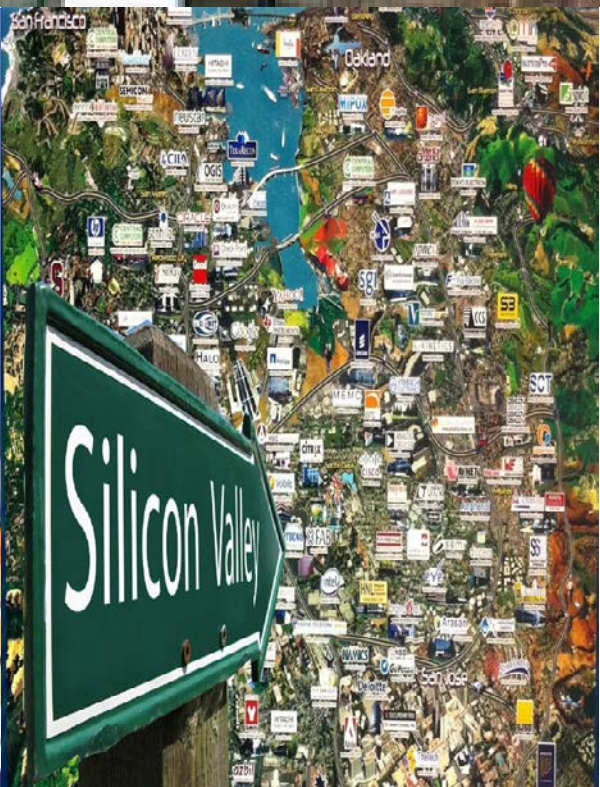
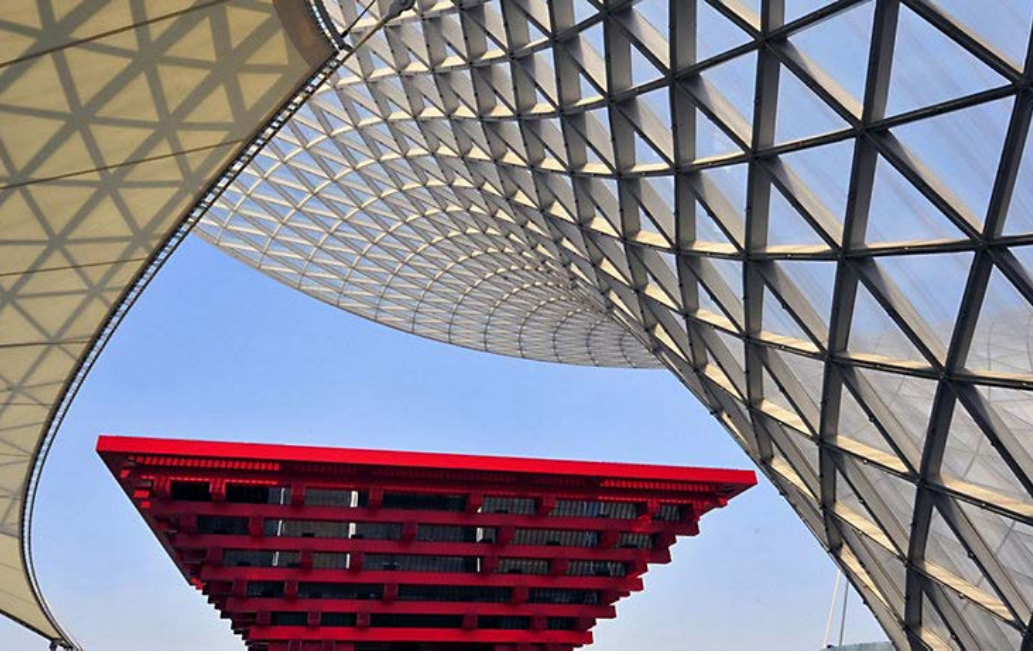
Culture *industry* 1947

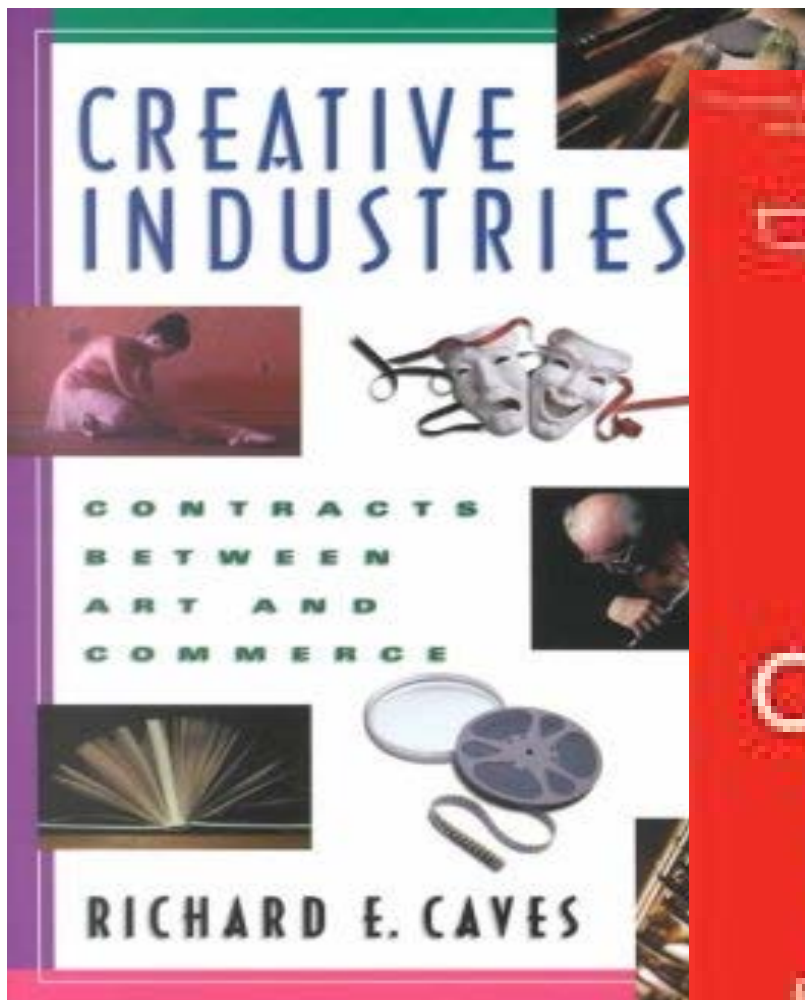
Cultural *industries* 1980

*Creative* industries 1998



Source: The Work Foundation, *Staying Ahead*, 2007







# CREATIVE EUROPE

Supporting Europe's cultural and creative sectors

European Commission > Programmes > Creative Europe

Culture policy

share on

Opportunities

Actions

Tools, Portals, & Partners

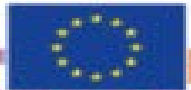
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# EUROPEAN CAPITAL OF CULTURE

30<sup>th</sup> anniversary  
OF CULTURE



European Capital of Culture factsheet

Discover 30 years of culture in European cities

### In a nutshell

Creative Europe  
New EU programme for Culture & Audiovisual

### Events



### News



### Calls for proposals & tenders



Creative Europe @europe\_creative

Tomorrow the 6th winner of the #EBBA2016 will be revealed! Stay tuned. [europeanborderbreakersawards.eu/en/pic.twitter.com/58U3ZOTKz/](http://europeanborderbreakersawards.eu/en/pic.twitter.com/58U3ZOTKz/)  
6h

Creative Europe @europe\_creative

2015 #EBBA winner @MOMOMOYOUTH is @Spotify most streamed track of all time with #MajorLazer's 'Lean On' @ebba\_awards [theguardian.com/music/2015/nov...](http://theguardian.com/music/2015/nov...)  
8h

More tweets

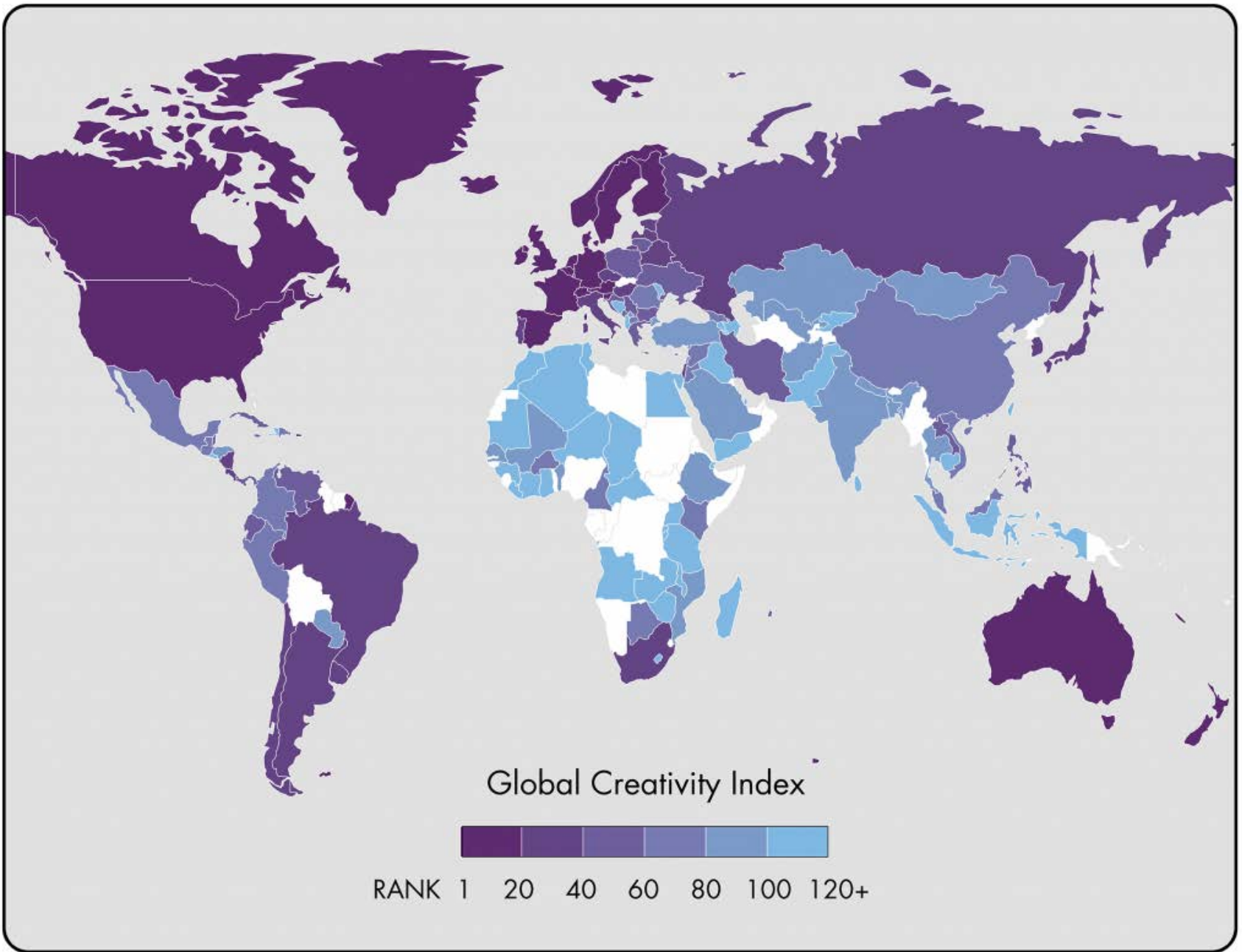
See you at Flagey in Brussels!

**2015** European Culture Forum 2015 **creativity for a stronger and more inclusive Europe**

**EUROPEAN CULTURE FORUM**

Brussels, 26-27 November 2015





Source: *Insight: The 2015 Global Creativity Index*



REACT



THE CREATIVE  
ECONOMY

SHOWCASE



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# Creative



創意香港  
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# Creative Business Cup



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CRIATIVAS**  
SUPER BOCK by UNICER

We were delighted to welcome non-members as well as members at our first event outside of England. But please join us as future events will be members-only as we receive no government money and are entirely dependent on membership revenues.



**EUROPEAN**  
Creative Industries  
**ALLIANCE**

## Literature review

### □ Theoretical conceptualisation

- Bourdieu (1984) employed the terminology of 'cultural intermediaries' to refer to new professions that helped class distinctions by enhancing the consumption of 'le culture by the masses
- O'Brien et al (2011) ethnic diplomat
- Nixon and du Gay (2002) shapers of tastes
- Maguire and Matthews (2012) CI include any creative cultural institutions, we are all CI
- Hesmondhalgh (2002) creative manager, symbol creator, creative practitioners

### □ Case studies

PLEASE  
DO NOT  
⌘C

CREATE  
SOMETHING  
⌘N

SOMEBODY  
⌘S  
ME FROM  
THESE FOOLS

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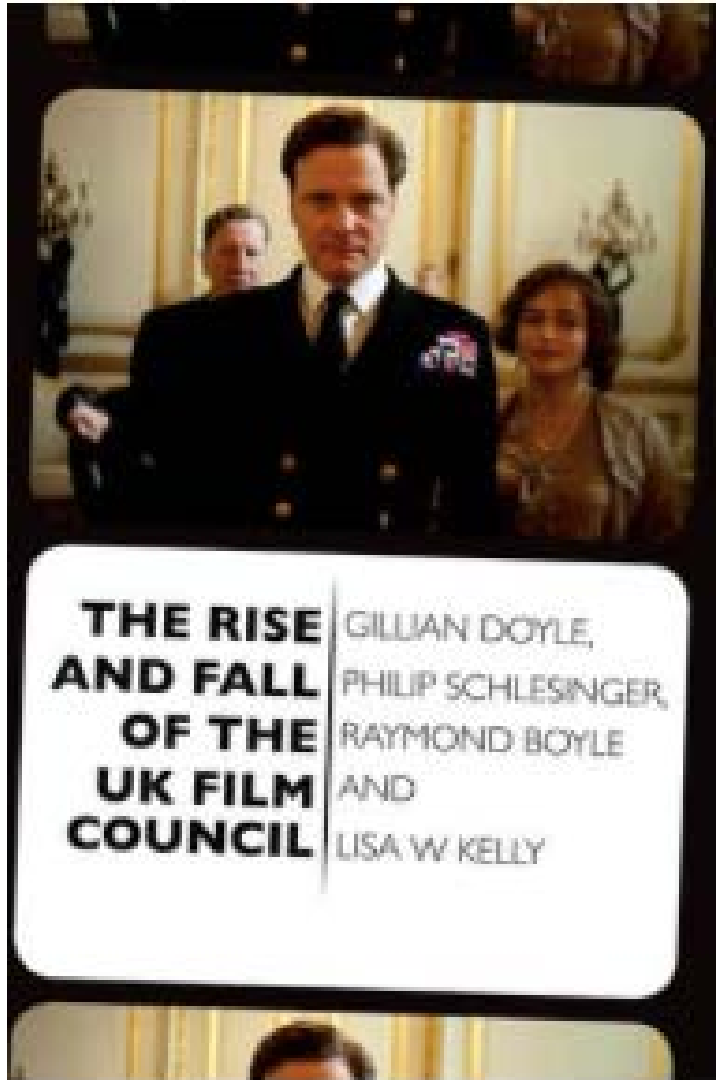
Newsbrands are 'the new cultural intermediaries'



Empowered lives.  
Resilient nations.

**cultural  
intermediation**





*[T]he British film industry was still fragmented, consisting of predominantly small and under-capitalised firms. Nevertheless, the Council's period as lead support body for film is associated with a number of successes, including substantially increased levels of inward investment in UK film-production, modest increases in box-office receipts for British-made films and achieving higher levels in the regional dispersion of film funds.*

*In 2011, in an ironically timed tribute to its achievements, The King's Speech, one of the films to which the Council had awarded Lottery funding before being closed down, became the highest-grossing independent film of all time, as well as winning four Oscars.*

Doyle, Schlesinger, Boyle and Kelly (2015, p.180)

# Supporting creative business throughout Scotland

Our approach is tailored to the specific needs of your business and our targeted support will help your ideas fly.

## STARTING UP

If you're thinking about setting up a creative business, here's what you need to know.

## UP AND RUNNING

Managing the day-to-day running of your business? Here's how we can lend a hand.

## CHANGING GEAR

If the time's come to develop your business, here's some help we have to offer.

### Information by business area



Finance & Funding



Legal



Property

### Guide

#### Setting Up as Self Employed

A narrated introduction to a simple business structure for individuals.

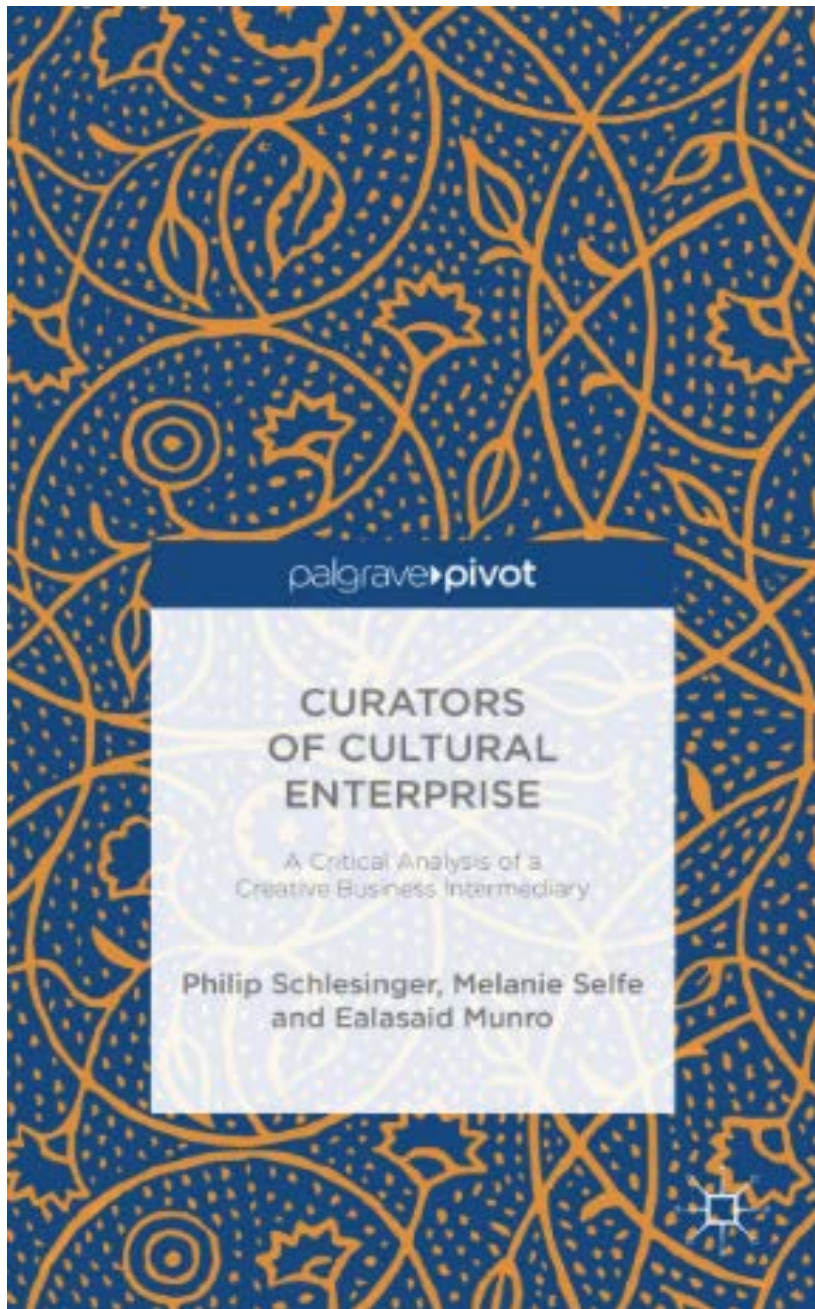
[LISTEN →](#)

### Guide

#### Costing and Pricing Work Guide

Tools to help you consider the value and expense of your work.

[READ MORE →](#)



*To assess whether or not creative individuals are able to build a career in the creative industries requires a nuanced understanding of the conditions under which creative labour takes place.*

Schlesinger, Selfe and Munro  
(2015, p.108)

Thanks for coming!

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[p.r.schlesinger@lse.ac.uk](mailto:p.r.schlesinger@lse.ac.uk)



"NO YOU CAN'T ASK A QUESTION."



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**LSE** events

