**THE CONTENT OF THE COURSE**

The course will explore cultural policy issues  both from the theoretical and  practical side (concepts of cultural policy, its mission and sense within contemporary society, strategies, instruments, planning mechanisms).

The cultural policies in the countries in transition are currently facing two antagonistic demands/needs:

1. to return to national cultural values (emphasizing national cultural identity) and
2. to fight isolation and join up  Europe (and/or the world market for contemporary arts etc.…).

It is a conflict between the local and the global view, between tradition and innovation.
Several aspects of this issue will be taken in consideration:

**- ideological** – postcommunism, nationalism, interculturalism and the development of civil society;
 - **political** – culture as low priority value within social movements and concepts of change;
**- social** – job creation, fight against exclusion, instrumentalization of the arts;
**- strategic** – culture as the heart of development policy;
**- creative** – stimulation of artistic development and cultural creativity;
**- institutional** – institutional transition, new institutions, institutional "fatigue";
**- economic** – subsidies, buying power, pricing, cost-effectiveness…;
**- fiscal** – taxing, tax benefits,  sponsorship stimulation;
**- legislative** – laws vs reality, relation of laws of culture to other laws;
**- media** – culture and media; culture and cultural industries.

**THIS COURSE IS FOR**
- policy makers / public cultural administrators on state, regional and city level
- senior managers of cultural institutions, festivals or associations and movements
- young researchers and academics in universities and institutes in the fields of  Cultural Studies  (Sociology of Culture), Political Sciences (Cultural Policy),  Media Theory and Communication,  and Cultural/Art Management

**OUTLINE OF SYLLABUS**:

1. Cultural policy – theory (Raymond Weber)
2. Ethical issues in cultural studies (Milena Dragicevic Sesic & Raymond Weber):
   Cultural policy & cultural management
3. Cultural policy models in Eastern and Central Europe (Dragan Klaic)
4. Workshop: Comparison of theatre cultural policy and management in Slovenia,
  Estonia, Bulgaria, Russia… (Dragan Klaic)
5. Evaluation of Eastern European cultural policies (Effi Karpodini Dimitriadi)
6.  Cultural development strategy (Effi Karpodini Dimitriadi):
  Cultural heritage, traditional cultures, cultural tourism and cultural development
7. Regional level of cultural policies in Eastern Europe  (Sergey Zuev):
  Interregional cultural co-operation
8. City cultural policies (Sergey Zuev):
  Panel discussion: Urban-rural balance in cultural policies
9. Innovative art management for transition period (Milena Dragicevic Sesic):
  Workshop: diagnostics and therapeutic methods in managing art institution
10. Models of cultural institutions and cultural project management (Corina Suteu):
   Case study research methods
11. Individual research day
12. Art marketing controversies  (Lydia Varbanova):
  Panel debate: marketing versus programming (marketing managers versus artists)
13. Fund-raising and sponsoring (Lydia Varbanova):
  Mini audit: sponsorship in Hungarian cultural life
14. Presentation of the research results
  Conclusion (Milena Dragicevic Sesic)