

# *Creators and Cultural Policies in Europe,*

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# ***CULTURAL POLICIES AND IDENTITY CONSTRUCTIONS IN THE EUROPEAN CONTEXT***

- PhD Thesis (research 2008-2012)

- **The theme and research objectives**
- The research theme is related to the European directives and national cultural policies in the period 2000-2009. The main objective is the analysis of cultural and artistic relationship between European directives and national cultural policies in the tension between national and European identity and the relationship between national and European identity.
- The specific objectives relate to the emergence of cultural policies at the European level as a result of challenges in creating the social policy; the comparative analysis of different models of cultural policy making in EU member countries; the attempt to identify practical problems, theoretical and political associated with the cultural policy-making in Romania.
- Thus, the research has three directions of research: European directives relating to culture, their role in the Romanian cultural policies and how national and European identity is constructed in the process of creating policies.

# Research questions

- The research questions are related to:
- the role of cultural policies in creating a common Europe;
- the role of EU in cultural policy of the Member States;
- the relationship between European and national cultural policies, particularly how the cultural policies define and (re) produce the national identity, as well as the European identity;
- and/ or how does the cultural policy making reflect the negotiations on Europeanization and/ or the "identity in diversity".

# First Part

- **The first part** includes the description of the research areas: sociology of culture, cultural anthropology, cultural studies and public administration.
- The approaches used from each area are summarized in the theories proposed for research: Path-Dependency Theory, New Institutionalism and Neoclassical Sociology.
- Based on *path dependency theory* I could identify challenges in Central and Eastern Europe due to the past heritage and which are seen as challenges in terms of harmonization of these countries with Western Europe, later becoming the cultural indicators.
- Using the theories: *New Institutionalism* and *Neoclassical Sociology*, I could demonstrate how the institutional context is influenced by the historical, social and cultural contexts and how these, in turn, are shaped by institutions.

# Research Paradigm

*"Cultural policies reflect the fact than [humanity] today is faced with the choice between seeking a purblind and despairing escape in nihilism, or resolutely confronting the future."*

•-- Augustin Girard with Genevieve Gentil, *Cultural development: experiences and policies*, 2nd ed. (Paris: Unesco, 1983), p. 186

- The research approach is defined at the intersection of the **sociology of culture, cultural anthropology and cultural studies**, seeking the new vocabulary of culture in the new socio-political context of Europeanization.
- The contribution and novelty of my research are related to developing a theoretical approach to the politics of culture and cultural policy at the crossroads of sociology of culture, cultural anthropology, and cultural studies as well as the cultural policy analysis based on empirical investigations.

# Research Paradigm (1)

- distinctions of **cultural anthropology** about *universal* and *particular*
- distinctions related *to local/ global* imposed by the **ethnographic studies** and the realities of colonization)
- also including the assumption of **sociology of culture** on the mutual influence of culture and society, cultural change and the role of the state

# Research Methodology

- I followed the main steps of any sociological research: integration in the field of study, presenting the operational concepts, reviewing the previous theoretical frameworks, collection of data, the empirical analysis of materials and presenting the results. All these steps have contributed to the development of a *Grounded Theory* (in terms of Strauss and Corbin) that has generated new information on Romanian cultural policies in the context of Europeanization.
- Thus, combining the primary method of deductive research (literature research) with the method of the interview, the case study and analysis of content (press analysis), I provided a solid approach in terms of variety, in order to conduct a thorough analysis.
- A. Strauss, J. Corbin, *Basics of Qualitative Research*, Thousand Oaks Publications, , CA US:Sage Publications, 1998.
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# The Second Part

- **The second part** describes the concepts used throughout the paper: **culture, globalarization, Europeanization, policy, identity**. Also, I presented the meanings that are used, setting the vocabulary commonly used throughout the paper.
- Edward B. Taylor: "Culture - as a complex which includes knowledge, belief, art, morals, laws and all other provisions, attitudes acquired by man as a member of society", Edward B. Taylor, „Primitive Culture“, London, Macmillan and co., 1881, p.1.



# Culture

- Internationally, under the aegis of UNESCO the economic dimension of culture was recognized and cultural industries have been demarcated, particularly because of the concerns about cultural resources and cultural inequalities between North and South. Andreas Joh Wiesand writes about the changes in the last 30 years in terms of research methodology in cultural policy, the transition from the institutional approach to the "European" concept, based on action, that goes beyond the comparative research of the national cultural policy. This new approach, embodied in the emphasis on **competition and industrial policy and social inclusion** has sparked a new dynamic in the process of creating cultural policy and brought criticism on the economic and social goals of the European directives that are too large at the expense of culture and the cultural product. Current research on cultural policies aim at different roles and forms of culture that take form in the contemporary society. From the perspective of the cultural studies I attempted to analyze the social and political context in which culture manifests itself.
- A. Girard, (1982) "Cultural industries: a handicap or a new opportunity for cultural development?", in *Cultural Industries: a Challenge for the Future of Culture*, Paris, UNESCO, 1982, pp. 24-40.
- Andreas Joh Wiesand, "Comparative Cultural Policy Research in Europe: A Change of Paradigm", ERICarts/ Zentrum fur Kulturforschung, Germania, in *Canadian Journal of Communication*, vol. 27, no. 2, 2002 - <http://www.cjc-online.ca/index.php/journal/article/viewArticle/1308/1347>, retrieved in March 2010.
- Jim Mc. Guigan, *Rethinking Cultural Policy*, Berkshire, Anglia, McGraw-Hill International, , 2004, - [http://books.google.com/books?id= wt89zwccfUC&printsec=frontcover&source=gbs\\_ge\\_summary\\_r&cad=0#v=onepage&q&f=false](http://books.google.com/books?id= wt89zwccfUC&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false), retrieved in November 2009.
- Ziauddin Sardar describes five key features of cultural studies: the analysis of the cultural practices and their relationship to power; the analysis of the social and political context where culture manifests itself; the political criticism and activism; the attempt to reconcile the split between cultural knowledge and universal forms of knowledge; and the ethical evaluation of modern society and radical political activity. (Ziauddin Sardar and Borin van Loon, *Introducing Cultural Studies*, Totem Books 2010 - [http://books.google.com/books/about/Introducing\\_Cultural\\_Studies.html?id=DUV-RAACAAJ](http://books.google.com/books/about/Introducing_Cultural_Studies.html?id=DUV-RAACAAJ), retrieved in February 2011.)

# Culture - Europe

- Culture is a relatively recent approach of the European Union (EU) in terms of policy (Treaty of Maastricht, 1992). It becomes a priority on the EU agenda when the European integration depends mainly on cultural integration.
- In 1973, the "Declaration on European Identity", Copenhagen has established the committee responsible for culture. The aim of the European cultural policy is to encourage dialogue in Europe and strengthen the common European heritage.
- The emerging cultural interest at the EU level is seen in connection with the social policies and issues raised by them in the recent years, particularly with the EU enlargement. The European Commission encourages the culture through cultural policy and cultural integration as one of the EU interest zones (competition policy and industrial policy) but also by financing cultural programs (eg Culture 2000 Program, 2007-2013).
- The cultural policies are not universal, hence the difficulty to follow European directives and the cultural position remains vague. EU encourages the implementation of this directives, yet at the level of the member states this approach remains challenging.
- *Declaration on European Identity*, Le CVCE (centre de recherche et de documentation sur l'Europe au Luxembourg)  
[http://www.cvce.eu/obj/declaration\\_on\\_european\\_identity\\_copenhagen\\_14\\_december\\_1973-en-02798dc9-9c69-4b7d-b2c9-f03a8db7da32.html](http://www.cvce.eu/obj/declaration_on_european_identity_copenhagen_14_december_1973-en-02798dc9-9c69-4b7d-b2c9-f03a8db7da32.html), retrieved in January 2010.

# Romania

- The Ministry of Culture was one of the first ministries created after 1989. However, only after joining the Council of Europe in 1993, we encounter the first attempt to assess the Romanian cultural policy and the finding was that there are no defined lines of a cultural strategy. The first attempt to create a strategy was doomed to failure.
- Only in 2000, under the pressure from EU accession, a ten-year strategy was completed, devised for the Ministry of Culture, using money made available by the European Commission under the *Phare* program, known as the first coherent strategy for cultural development Romanian.
- The period chosen for the research is in the range 2000-2009, as in 2000 the first Romanian cultural strategy was validated for the next 10 years. Also, most of the laws relating to culture (about 40) were issued during this period. This interval includes the pre-accession and post-accession to the European Union, therefore, one can trace the influences of the European directives and programs funded by the EU on the Romanian cultural policy.
- Virgil Ștefan Nițulescu, *Why do we need a e a cultural policy/ cultural strategy? ce avem nevoie de o politică/strategie culturală?*- [http://www.anuc.ro/cultpol\\_r.html](http://www.anuc.ro/cultpol_r.html), retrieved in June 2011.

# National Identity

- The national identity has been particularly important in the European context when the EU's stated objective was to ensure social cohesion through culture, under the motto "unity in diversity". The Consolidated Version of the EU Treaty mentions the observance of the national identity of the Member States. The reactivated discussions on European identity take place also because of the challenges posed by EU enlargement, the new countries in Central and Eastern Europe which slide the existing order through a reverse of imperialism. My approach comes incorporates the concept of "cultural hybridity" as understood by Homi Bhabha in *The Location of Culture* Homi K. Bhabha, *The Location of Culture*, London, Routledge, 2002), in the sense that the influences that lead to that cultural *un-homely* become a border which opens perspectives for a new cultural stage . "The Ideology of the Eurocentricity of the West" (also in Bhabha's terms) is verified in the axiological and ethical dimensions in the context of Europeanization and cultural policies.
- Document of the Council of the European Union – *Council conclusions on the contribution of culture on local and regional development* 2010, p. 7 – available online – <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2011:175:0001:0004:RO:PDF>, retrieved in May 2011. See also [http://www.consilium.europa.eu/uedocs/cms\\_data/docs/pressdata/en/educ/122102.pdf](http://www.consilium.europa.eu/uedocs/cms_data/docs/pressdata/en/educ/122102.pdf), retrieved in June 2011.
- "The Union shall respect the equality of Member States before the Treaties as well as their national identities, inherent in their fundamental structures, political and constitutional, inclusive of regional and local self-government. It shall respect their essential State functions, including ensuring the territorial integrity of the State, maintaining law and order and safeguarding national security. In particular, national security remains the sole responsibility of each Member State." (The Consolidated Version of the EU Treaty, article 4, paragraph 2.)
- Alfred Kroeber introduces again axiological aspects as distinctive categories for the human culture as a whole; the values represent what is meaningful to the human culture as a whole (in *The Scientific Studies of Values Exploring the Ways of Mankind*, New-York: Holt, Rinehart and Winston, 1960, pp. 377-378.

# Cultural Identity

- <http://www.youtube.com/watch?v=agmDxXIZHNY>

# Policies/ Cultural policies

- I defined policies as a form of government – in the terms of Foucault - which include institutions, procedures, tests, methods, strategies to exercise power over people, but also the conceptualization of these pure administrative and institutional construction.

- Tony Bennett, *Culture: A reformer s Science*, London, Sage Publications,1998,pp. 60-85

[http://books.google.com/books?id=dhiy\\_CjJIRYC&printsec=frontcover&source=gbs\\_ge\\_summary\\_r&cad=0#v=onepage&q&f=false](http://books.google.com/books?id=dhiy_CjJIRYC&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false), retrieved in August 2011 and Chris Barker, *Cultural Studies-Theory and Practice*, London, Sage Publications Inc., 2003, pp. 18-20 –

[http://books.google.com/books?id=zCPTYhJBi98C&printsec=frontcover&source=gbs\\_ge\\_summary\\_r&cad=0#v=onepage&q&f=false](http://books.google.com/books?id=zCPTYhJBi98C&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false), retrieved in August 2011.

# The Third Part

- The next section was assigned to a multiple case study, conducted within the project *Cultural Policies and Identity Constructs in the European Context*. The study followed the steps proposed by I. Radu: establishing the theoretical framework for data collection, selection of cases (in our case countries), stating the protocol for data collection (the methodology presented in the project), each case study, retrieval of relevant data and adapting/ reinforcing the original theory.
- This project was conducted under the *Inside Europe* programme and was conducted with three groups of students from the Faculty of European Studies, The Hague University of Applied Sciences. The project application was submitted by Nicoleta Sălcudean, PhD student, in March 2010 and was conducted between September and December 2010.
- The objectives of this research were: to examine the ways of adopting and implementing European directives related to culture into the national policies of six European countries based on official documents (using the comparative method). The six countries were the Netherlands and Ireland, Hungary and Germany, Sweden and Italy.
- Petru Iluț, *Abordarea calitativă a sociumanului*, Iași Polirom, 1997, p. 108.
- I. Radu, *Metode de cercetare în psihologia socială*, în *Psihologie Socială*, I. Radu (coord.), Cluj-Napoca, Editura EXE, 1994, apud Petru Iluț, *Abordarea calitativă a sociumanului*, Iași, Polirom, 1997, p. 106.

# Methodology

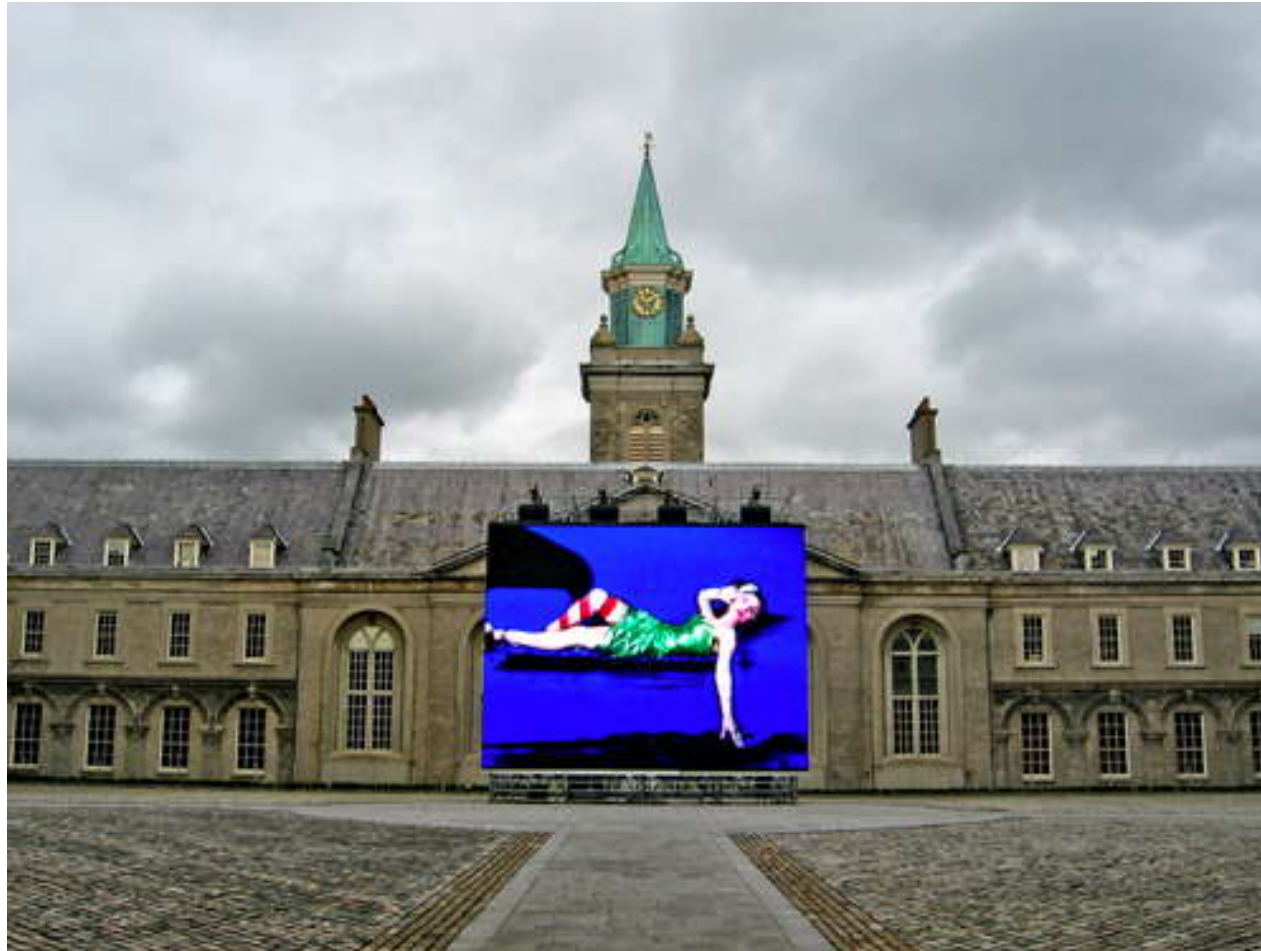
- For the study of these countries were used: The Mixed Scanned Planning Policy Model, The Institutional Model, The Rational and The Incremental Model. Analysis of secondary sources, quantitative analysis of secondary sources (websites, digital and print reports, statistics, books) were used. Also, the primary analysis was used by conducting semi-structured interviews taken to cultural policy experts: Alison Crabb, Deputy Head of Unit - Cultural Policy and Intercultural Dialogue, DG Education & Culture, European Commission and Daphne Tepper, Policy Analyst - Culture Action Europe, Brussels). A third interview was conducted by telephone with Paola Vettorel, professor and researcher at the Foreign Language and Literature Department, University of Verona.



# Holland



# Irish Museum of Modern Art, Royal Hospital Kilmainham



# Hungary



# Germany



# Sweden



# Italy



# Results

- The definition of culture determines how cultural policies are created.
- Currently, culture is in the process of becoming mainstream in relation to other fields such as economy, social services, sustainable development, in order to open the horizon on what is culture and to think creatively, related to other issues as well.
- The adoption and implementation of cultural policies and cultural identity greatly influences the orientation and attitude of Member States vis-à-vis the EU and their European integration.
- Economic development, unemployment and local budget also play an important role.
- There are notable differences between East and West. Culture took a different approach in Eastern Europe after the fall of the Iron Curtain compared to the Western regions. In the East for a period of transition was visible, while the West could develop cultural policies through proactive approaches.
- The most controversial remains the definition of culture in Europe and the implications arising from this. Mainstreaming of culture, at EU level implies that the concept of culture should be extended in as many fields as possible.

# Romania

- Path Dependency theory - The fall of communism, the influence of the great powers, the ethnic element, the distinctions between East and West, Central Europe as a new identity, the search a center, the process of transition and indeterminacy
- The Romanian culture, eastern culture, Balkan and communist is influenced by the West and given a new identity (but hybrid), and is intersected with the European culture (EU integration) and undergoes a new process of hybridization.
- In the Eastern context - the Orthodox Church contributed to the institutionalization of culture. The church gained a privileged position after the fall of communism. But this lack of distinction between church and state inhibited democratic political development. Also, the Romanian Orthodox Church hierarchy does not act in a manner to ensure proper functioning of liberal democracy in this country.
- Mircea Muthu, "Circumscrieri II", în *Apostrof*, nr. 7-8, 2002, p. 16.
- *Romania since 1989, Politics, Economics, and Society*, Henry F. Carey (ed.), 2004, Lexington Books, USA, pp. 13-14, 275-297.



# EU Documents

- analysis of the new morphology of the terms "art" and "culture", as used in EU documents and also on how they are reflected in programs developed by the Ministry of Culture, reports of evaluation of Romanian experts and representatives of the Council of Europe (1999), in the evaluation program of national cultural policy, as published in the Compendium of Cultural Policies in Europe (2002-2011). I decided to see how the European directives are articulated in the national cultural policy, especially the three declared objectives of the European Cultural Agenda (promoting cultural diversity and intercultural dialogue - 2008 was named The European Year of Cultural Diversity as an application of this; promoting culture as a catalysts for creativity and promotion of culture as an indispensable element in EU external relations). *Compendium. Cultural Policies and Trends in Europe* - <http://www.culturalpolicies.net/web/compendium.php>, retrieved in September 2008. In addition to these documents one can analyze the dynamics of workshops in programs such as Policies for Culture 2002 (Fondation Européenne and Cultural Association Culturel ECUMEST), or held by private institutions of art (CIAC - International Centre for Contemporary Art).
- The European Agenda for Culture - [http://ec.europa.eu/culture/our-policy-development/doc399\\_en.htm](http://ec.europa.eu/culture/our-policy-development/doc399_en.htm), retrieved in March 2008.
- *Prima strategie europeană pentru cultură: contribuirea la creșterea economică și la înțelegerea interculturală*, Bruxelles, 10 mai 2007 – <http://europa.eu/rapid/pressReleasesAction.do?reference=IP/07/646&format=HTML&aged=0&language=RO&guiLanguage=en>, retrieved in March 2009.

# Results

- The vast majority of Romanian cultural policy information is online or in reports of various cultural institutions (eg the Romanian Cultural Institute), Research Centre (Centre for Research and Consultancy in the field of Culture, European Institute for Comparative Cultural Research), specialized sites for Culture (Cultural Policies and Trends in Europe, Compendium, Institute of Cultural Diplomacy, Cultural Contact Point of Romania to the European Union Programme - Culture). Centrul de Cercetare și Consultanță în domeniul Culturii - <http://www.culturadata.ro/>, retrieved in September 2010.
- European Institute for Comparative Cultural research - <http://www.ericarts.org/web/index.php>, retrieved in September 2010.
- The exchange of information takes place simultaneously with the creation of national policies, also influencing them.
- The cultural policy-making process is a process recently recent process in Romania (before 1998, there was not discussion on cultural policy) and is influenced by historical heritage (lack of tradition and institutions), and the external context (globalization and EU) with challenges and benefits. The nationalism and the extreme tendencies - either clinging to the past or uncritically takeover of western patterns - are obstacles in the development process.
- The degree of decentralization is an indicator both for the transition process and for the involvement of other actors (outside the state) as well as for the cooperation. In the Romanian context the discussion regarding the relationship between the EU and the Member States in terms of decision and authority overlap with the national issue centralization in the area of culture.
- The major directions represented in cultural policies are: heritage, creativity and cultural diversity, religion, finance and development.

# Results (1)

- The third sector is important in creating cultural policy, but there are still difficulties in its participation in this process. The cultural heritage and lack of tradition in this respect are some of the main reasons for low representation. However, the existing initiatives (see the group of 2005 or later on Active Culture or Cultural Coalition Independent Sector), together with the advice and funding from the EU are important opportunities for development.
- The state remains the main legislator and financer for culture. There are also European funds (eg. Through Culture 2000, 59 projects were funded between 2001-2006 in Romania). The main areas of these projects were cultural heritage and arts performances.

# Interviews

- Taking into consideration the Romanian strategy for culture and the goals for country branding as well as the importance of the Romanian Cultural Institute as an active player in the creation of cultural policies and their implementation, I conducted two interviews with representatives of two branches of the Institut (Berlin and Prague). I also wanted to learn more about the strategy used by the Institute regarding the cultural policies, but also to find new information from experts in the field and see which would be a perspective from "outside" (because the context in which they live and work abroad). I also analyzed in parallel a third interview with the artist Daniel Knorr, the artist who represented Romania at the Biennale in Venice 2005. Interviews are semi-structured, from a symbolic interactionist approach and are individual interviews (those in Berlin) and one conducted electronically (Prague).
- Petru Iluț, *Abordarea calitativă a socio-umanului*, Iași, Polirom, 1997, p. 90.

# Results

- I could notice two lines of cultural development: in the country, which is quite traditional and the one from abroad, especially promoting modern values. Often, the Romanian cultural values are recognized first abroad and then in the country.
- An important aspect of the Romanian culture is the need for collaboration. Domestic and international collaborations are important for the cultural development and for the cultural policies, as well as for the cultural image and perception of Romania. An important direction of development should be a common strategy on culture of the Government, a collaboration between the Ministry of Foreign Affairs and Ministry of Culture and Heritage.

# General Conclusions

- *Together with the audience*

# Limits

- The Inside Europe gave me the opportunity to set the direction of the empirical research through the project proposal and offered me a comparative perspective.
- The coordination of three teams of students, together with the other two coordinators and the independent study during this project have facilitated data collection and their synthesis, but on the other hand, helped me to understand even more the complexity of the subject addressed. Policy-making process involves in-depth and interdisciplinary studies (sociology of culture, cultural anthropology, cultural studies, public administration).
- My research is not exhaustive, the selection was guided by considerations of resources: access to materials, time and the professional formation.

# Future Research Directions

- Challenges to the idea of governance in Europe not only because of the influence of Central and Eastern Europe. Another reason would be the EU expansion and EU institutions. But the fall of communism has affected some parts well established in the West - European political institutions. An interesting study would be developments in European Parliament.
- Reduced mobility in the communist period had major consequences for socio-cultural dimension both in the cultivation of traditionalism on the one hand, and in terms of isolation and lack of access to the movements that took place simultaneously in Western Europe. But mobility within countries due to various influences such industrial projects and population movements could be an interesting direction for further research.
- Also, I consider a study on the important role of education in culture and how cultural policies are inserted cultural education in their structure.



Thank you!

