



Rethinking Cultural Policy (Issues in Cultural and Media Studies)

Jim McGuigan

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“a fascinating, thorough and expertly argued discussion of the modes and practices of cultural policy in an increasingly globalized and neoliberal world.”

European Journal of Communication

Rethinking Cultural Policy addresses issues concerning culture, economy and power in the age of new-liberal globalization. It examines how public cultural policies have been rationalized in the past and how they are being rethought. Arguing that the study of culture and policy should not be confined to prevailing governmental agendas, the book offers a distinctive and independent analysis of cultural policy.

The book examines a wide range of issues in cultural policy and blends a close reading of key theories with case studies. Topics covered include:

- Branding culture and exploitation
- The state, market and civil society
- How visitor attractions such as London's Millennium Dome are used for national aggrandizement and corporate business purposes
- Cultural development, diversity and ecological tourism in poorer parts of the world

This is the ideal introduction to contemporary cultural policy for undergraduate students in culture and media studies, sociology of culture, politics, arts administration and cultural management courses, as well as postgraduates and researchers.

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