

Fall 2015

AADM 6607

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Recommended Citation

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PUBLIC ARTS AND POLICY SYLLABUS
AADM 6607, SECTION 601
FALL 2015

Instructor: Miranda Restovic
Th 6:00p.m.
Milneburg 213
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Course Description: This course provides an overview of U.S. cultural policy, including cultural involvement in foreign policy and foreign nation comparisons, from 1913 when income tax was first implemented in the U.S. to the present day. Students will study the development of cultural policy institutions and processes, as well as the influence of culture on urban planning, with a strong emphasis on understanding the context and issues of contemporary American cultural policy.

Key policy questions for arts and culture include: Is there a public value associated with the arts? Who decides what kinds of culture should be provided for and supported? Who pays? Who benefits? What are the perceived, actual or anticipated outcomes of cultural policy?

We will investigate a number of contemporary issues, including the viability of the arts as an engine of economic and community development at local levels; the challenges for cultural practitioners and participants; and what a robust cultural policy for the U.S. might look like in the future.

Required Readings:

Miller, Toby and George Yudice. *Cultural Policy*. London: Sage Publications, 2002.
Florida, Richard. *The Rise of the Creative Class (Revisited)*. Perseus Book Group (2012). Print.

Other Readings:

There are also weekly readings for this course and may include scholarly articles, journal feature stories, news articles, monographs, and reports drawn from a wide range of sources across the cultural sector. All readings are available on Moodle, under Course Documents.

Grading Scale & Assignments:

- Three short 2-page reflection papers [30% of final grade for the course];
- A 12-15 page research paper on a cultural policy-related topic of your choice: topic chosen by week 7; 5 scholarly references identified by week 12; conference-style class presentation of project in weeks 16 & 17 [10%]; final paper due during weeks 16 & 17 [50% of final grade for the course];
- Preparation, attendance, class participation/weekly [10%]

Students' work will be evaluated numerically, on a scale of 1-100. On this scale, 90-100 is considered an "A", 80-89 is a "B", and so on. At the conclusion of the class, your grades will be tallied and converted to a corresponding letter grade.

Research Paper, and assignment due dates

The primary project for this course will be research conducted during the second half of the quarter on a cultural policy topic of your choice, resulting in a 12-15 page paper and an in-class conference-style presentation at the end of the quarter.

Cultural policy is very broadly defined in this course, covering the range of practices, norms, regulations, and laws that shape all aspects of creative expression and cultural practice. Some examples of topics areas, all of which have cultural policy implications, include:

- arts education (school and out of school programs);
- the creative economy (including cultural districts; cultural revitalization efforts; the creative workforce);
- cultural facility infrastructure;
- public investment in the arts (including tax policy, tax incentives, local “percent-for-arts” programs);
- the non-profit business model for cultural organizations (and new alternatives to the NFP 501(c)3 model);
- trends in philanthropic giving to the arts;
- new technologies and their impact on creative expression (intellectual property; copyright law; media regulation);
- cultural heritage and preservation;
- cultural economy (approached and infrastructure);
- culture as foreign policy tools;
- comparative perspectives on any of the policy issues above

[Please note that this list is by no means comprehensive; it is only intended to help identify the wide range of possible cultural policy topic areas. In any case, you will want to develop a more specific **research question** within a topic area of interest.]

Student Learning Objectives:

After successful completion of this course students will be able to:

- Understand the impact culture and the arts have on society
- Understand the impact laws, policies and urban plans have on arts and culture
- Identify sources of data and conduct further research related to public policy on the arts
- Be better equipped to participate in public policy planning discussions
- Be better equipped to advocate for culture and the arts at all government levels

Academic Integrity:

Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to the following: cheating, plagiarism, tampering with academic records or examinations, falsifying identity and being an accessory to acts of academic dishonesty. Refer to the UNO Judicial Code for more details.

Statement of Accommodations for Students with Disabilities:

The University of New Orleans (UNO) is committed to providing for the needs of enrolled or admitted students who have disabilities under Section 504 of the Rehabilitation Act of 1973 and with Disabilities Act of 1990 (ADA). University policy calls for reasonable accommodations to be made for students with disabilities on an individualized and flexible basis. The Office of Disability Services (ODS) is responsible for academic accommodations for students with disabilities and students should contact ODS to make their individual needs known. For more information contact the Office of Disability Services.

Attendance and Expectations:

The class will be taught in a highly interactive manner and attendance at every class is expected. Students should notify the instructor in the event they will be absent. In addition to completing and submitting all written assignments and making oral presentations, students are expected to fully participate in all class-related activities.

SCHEDULE AND TOPICS

WEEK 1: THU, 8/20: Introduction to key concepts: culture, arts, policy, commercial enterprise vs. social good. Historical perspective of cultural policy in the U.S. pre-WWII.

WEEK 2: THU, 8/27: Case study #1 and assignment 1 of 3.

Special Topic: The future of Charity Hospital, a 1939 Art Deco structure on Tulane Avenue, New Orleans.

- Class will meet for a public panel discussion on the topic at Joy Theater at 5:45-6:30pm
- Screening of documentary film *Big Charity* to follow from 6:30-7:30pm, recommended
- Special sources of reading: www.knowla.org; www.louisianaculturalvistas.org

WEEK 3: THU, 9/3: Independent research and assignment work.

Assignment 1 of 3:

Write a 2-page paper for in-class presentation and discussion summarizing the cultural policy in effect at time of planning and building of Charity Hospital in New Orleans. Explore architectural history, artistic and cultural contributions of the building and discuss implications of urban planning decisions and policies that led to the closure and current repurposing efforts by the State of Louisiana. DUE WEEK 5-9/17 in class

WEEK 4: THU, 9/10: The emergence of post-WWII U.S. cultural policy: Cold War cultural diplomacy, the NEA/NEH and the nonprofit arts, and the shaping of public/private philanthropy.

Reading:

- Miller and Yudice-Chapter 1
- Florida, Richard-Chapter 1

WEEK 5: THU, 9/17:

Assignment 1 due, presentation and class discussion.

WEEK 6: THU, 9/24: Explore the role and expectations of art and artists in society (free speech change agents vs propaganda tools). Explore U.S. cultural policy post WWII “golden age” in relationship to European and Asian models.

Reading:

- Miller and Yudice-Chapter 2
- Florida, Richard-Chapter 2

WEEK 7: THU, 10/1: Contemporary challenges: post Great Depression of 1930’s vs. post 2008 Recession. Trends, class shifts, and policy implications.

Reading:

- Miller and Yudice-Chapter 3
- Florida, Richard-Chapter 3

Research paper topic due.

WEEK 8: THU, 10/8: State/regional/local cultural policies: promoting creative industries, cultural tourism, and urban vibrancy.

Reading:

- Miller and Yudice-Chapter 4
- Florida, Richard-Chapter 4
- National Governors Association, “New Engines of Growth: Five Roles for Arts, Culture, and Design”
- LCV, Monumental Decisions: Confederate Monuments in the 21st Century (Transcript and Video)

Assignment 2 of 3:

Write a 2-page paper for in-class presentation and discussion summarizing the cultural policy debate surrounding the removal of Confederate monuments in New Orleans. Who is driving the discussion and why? Who can make policy decisions? What levers for change are being used? What implications does the proposed removal have on race relations, cultural heritage and cultural tourism?

Special sources of reading: www.knowla.org; www.louisianaculturalvistas.org

- LCV, Monumental Decisions: Confederate Monuments in the 21st Century (Transcript and Video)
- http://louisianaculturalvistas.org/monumental-decisions-confederate-memorials-in-the-21st-century/?utm_source=LEH+e-news+August+2015&utm_campaign=Aug+2015&utm_medium=email
- LPB, Louisiana Public Square (Video)
- http://www.lpb.org/index.php/publicsquare/topic/07_15_-_symbol_or_statement_history_in_public_spaces/

DUE WEEK 10-10/22 in class

WEEK 9: THU 10/15: NO CLASS

WEEK 10: THU, 10/22:

Assignment 2 due, presentation and class discussion.

WEEK 11: THU, 10/29: Contemporary challenges on the macro scale.

Reading:

- Florida, Richard-Chapter 5, 6, 7
- Ragsdale, “Surviving the Culture Change”
- National Arts Index 2014

Assignment 3 of 3:

Review “National Arts Index 2014” [*in Course Documents*]: write a 2-page paper for in-class presentation and discussion summarizing any trend reported in the NAI that you find particularly interesting, and explain why it is significant for U.S. cultural policy. DUE WEEK 12-11/5

WEEK 12: THU, 11/5:

Assignment 2 due, presentation and class discussion.

Research paper references due.

WEEK 13: THU, 11/12: The global perspective.

Reading:

- Miller and Yudice-Chapter 5
- Florida, Richard-Chapter 15
- “World Cities Culture Report’ (2012)

WEEK 14: THU, 11/19: Independent research, research paper feedback.

WEEK 15: THU, 11/26: NO CLASS

WEEK 16-17/*Final Paper Presentations*: THU 12/3 & THU 12/10: final papers due **by noon** to restovicm@yahoo.com