

School of Contemporary Humanities: Social Dimension of Cultural Policy

The field of culture, its relations, and direction of cultural policy has been changed by the contemporary political and economic situation. Budgetary cut downs forced all productive elements to subdue to market model, which could not and should not be the yardstick for this field. The values we inherited, the values that are established as a civilizational development not as an ideological construct, should not be forgotten – especially when we are bullied into austerity measures.

We can't reduce every cultural artefact to its market value, but in the same time we can't defend the position that every cultural artefact should be financed by public funds. To make our critical position on cultural policy more up to date we should reflect on social inequality rendered by it, as well as the social inequality that could be tackled by different approach to cultural policy. These are the elements we should focus on when discussing possible actions.

Precarious labour and project based relations has become a dominant framework for majority of cultural work force. Free market and competition that generates better product are arguments that are laughable if used in the context of culture, and can be proposed only by those whose perceive culture as a tourist guide. Value of arte, as the value of any given cultural artefact is not consequent to industrial forms of production, nor to alienated labour, it can't be created by sheer exploitation or forced by social Darwinism – it must be nourished and systemically developed.

On the other hand we are faced with a perpetual crisis of organic intellectual and their inability to scale up to executive government. Even if an anomaly occurs misguided economic policy, and external and internal pressure of political hierarchy will prevent any substantial breakthrough. Lack of education in public policy is one of the causes of that problem. Especially among social science and humanities students that should be policy makers in the near future. As responsible participants of the field of culture we must establish a platform for dissemination of cultural policy making knowledge and skills, because only an informed position can generate real criticism and set a different path.

This year's week-long programme will present aforementioned notions and give way for different perspectives to create a more complex understanding of the field. We want to set up an analytic approach and critical reflection on labour and productive relations in the field of culture after it has been struck down by austerity measures and commodification of public sector – all to perpetuate capitalism. Antun Vujić, Director General of The Miroslav Krleža Institute of lexicography and former minister of culture, will present cultural policy from the perspective of executive government, and the problems that emerge when culture and politics combine. Responsibility of policy makers, as high as they go, is often neglected, while remaining detached more often than not.

Therefor it is of paramount importance to focus on top-down and bottom-up communication between executive government, cultural institutions and independent elements. Its problematic, grave as it can be, will present Jelena Milić from Kastav Cultural Summer. Renato Stanković from Department of Cultural Studies in Rijeka will open some theoretical approaches to cultural policy that can be useful in tackling contemporary situation. Marko Kovačić from Social Research Institute in Zagreb presents a broader frame of public policy and its relation to cultural policy. He will also give an introduction to legislative drafting workshop, which we consider a crucial tool as it opens legislature discourse to students of social sciences and humanities.

Slovenian sociologist Primož Krašovec will reflect on a tendency of the Left to tactically ignore public sector reforms and its budgetary costs in relation to austerity measures and neoliberal demonization. Next to crude hierarchy based on social/political status, major differences in wages and class distinction between public employees and precarious workers, Krašovec will use Slovenian public sector as an example of reproduction of neoliberal ideology and ethics.

Ursula Huws, a professor at University of Hertfordshire, will talk on labour in global digital economy and cybertariat's coming of age, with pointing out new forms of accumulation of capital and labour. They have risen from and organized by *online* platforms that can more easily use global reserve labour army, while deflecting states regulation and labour rights. Richard Seymour will discuss about precariat and missuses of the concept that see it as a new class, rather than precarious conditions that are effective throughout the social stratification, regardless of field of work.

School will be concluded with a discussion on ideas developed on workshops with an aim to draft a public statement on would could be done to improve the situation. In addition to the programme there will be a round table on financing alternative media with Bhaskar Sunkara from *Jacobin*, Dinko Kreho from *Zarez*, and Jernej Kaluža from *Radio Študent*. They will talk about their respectful experience of institutional/public and other ways of financing. Round table will present structural problems and mediascape as a cultural policy reflection.