

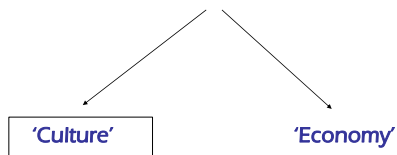
Lecture 1: Late Capitalism, Neoliberalism, and Contemporary Sport

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What is 'cultural economy'?

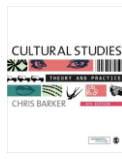


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Defining 'Cultural Economy'

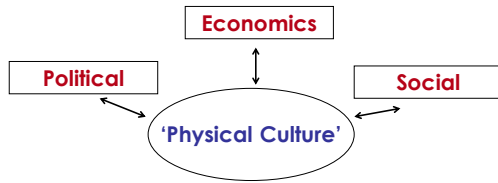
From the perspective of cultural studies, culture is a '**whole way of life**' (Williams, 1958).

Culture, is made of the practices, forms, and experiences that comprise our daily lives.



3

Defining 'Cultural Economy'



A “cultural studies” approach seeks to understand how culture and physical culture are **inter-related to broader economic, political, and social forces**.

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Defining 'Cultural Economy'

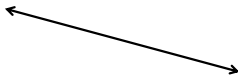
Cultural studies developed as an academic field began as a response to the traditional view of ‘culture’ as divided between “**high culture**” and “**low culture**” –

'High Culture':

- Classical Art
- Literature
- Theater
- Classical Music

'Low Culture':

- Movies/Film
- Television
- Popular Music
- Popular Art



5

Defining 'Cultural Economy'

- #### 'High Culture':
- Art
 - Literature
 - Theater
 - Classical Music
 - Examples?



- #### 'Low Culture':
- Movies/Film
 - Television
 - Popular Music
 - Popular Art
 - Examples?

6

Defining 'Cultural Economy'

Instead of using this model of 'high' and 'low' forms of culture, a "**cultural studies**" approach recognizes the relative value and importance of constructed cultural practices.

Different forms of culture are considered valuable in relation to changing ideas about society...



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Defining 'Cultural Economy'



A cultural studies approach recognizes that forms of **social identity** – social class, gender, sexuality, race, ethnicity, age, and (dis)ability – are often expressed in and through **cultural practices**...

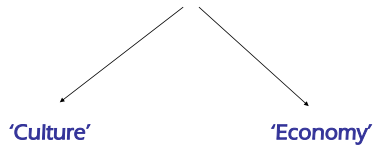
8

This means that when studying a particular sport or physical activity as a '**physical culture**', we will think about how that culture is **constructed and experienced** in relation to:

- **Social Class** (Upper/Middle/Lower Class?)
- **Gender** (Masculine/Feminine?)
- **Ethnicity** (Shared practices/meanings?)

9

What is 'cultural economy'?



10

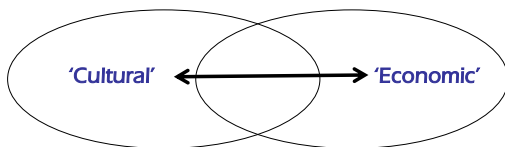
What is 'cultural economy'?

"our conjuncture is marked by a dedifferentiation of fields, such that economics has come to overlap with culture: that everything, including commodity production and high and speculative finance, has become cultural; and culture has equally become economic or commodity oriented"

Jameson, F. (1998). *The cultural turn: Selected writings on the postmodern 1983-1998* [p. 73]. London & New York: Verso.

11

The term 'cultural economy' tries to outline the ways in which the **economic is interrelated with the cultural.**



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Within the contemporary U.S. cultural economy, daily experiences, routines, habits and preferences are shaped by economic forces - 'the economy' plays a central role in the culture of everyday life.

For example, what does the economy have to do with you being at Towson University?
What does the economy have to do with you being in this class?

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The 'Cultural Economy' of Higher Education, Part 1

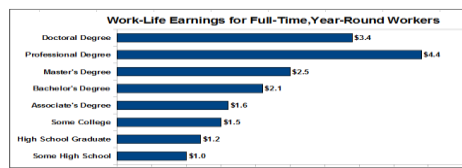
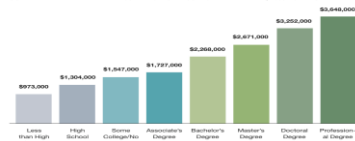


FIGURE 1: MEDIAN LIFETIME EARNINGS BY HIGHEST EDUCATIONAL ATTAINMENT, 2008 DOLLARS



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The 'Cultural Economy' of Higher Education, Part 2: Branding and the Corporate University



15

The 'Cultural Economy' of Higher Education, Part 3

"An education was my path to financial security. Then I got my student loan bill...a university education is part of the American dream that's easy to buy or borrow into, but hard to pay off"

The Guardian 1/9/2015

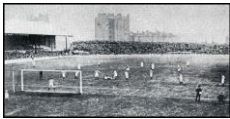
The Rising Cost of Getting Ahead

The price of attending college is fast outpacing inflation.



16

The intertwining of culture and economics is evident in sport and physical activity – this is especially true in the transition from the era of 'industrial capitalism' to the contemporary era of 'late capitalism':



17

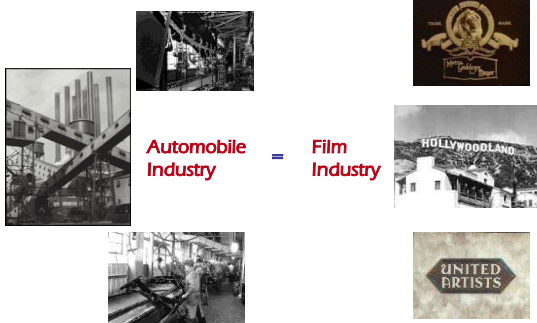
Industrial Capitalism (1850-1950)



- Economy centered on the production and consumption of *material* products
- Limited variety within goods and services
- '*Mass culture*'

18

Within industrial capitalism, 'mass culture' referenced where the principles of industrialized manufacturing had been transferred to cultural industries as well:



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Industrial Capitalism and 'Mass Culture':

Within mass culture, industries including newspapers, radio, TV and film were guided by particular meanings and symbols in order to capture a consumer audience.

This '*commodification*' of culture meant that different forms of culture were packaged, bought and sold as and with products.



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Industrial Capitalism and 'Mass Culture':

Following World War II, the American economy shifted even further toward 'consumption' of goods and services:

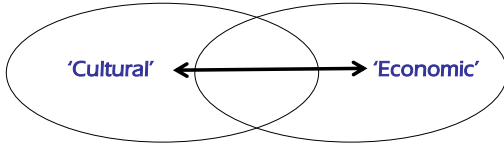


Commercially manufactured forms of entertainment and the culture industries that produced them became a pivotal aspect of American society and the national economy.

21

In our contemporary period the relationship between the economy and cultural production / consumption has become increasingly interconnected.

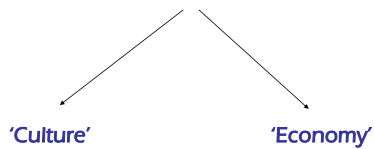
Since the 1960s there has been an ongoing 'culturalization of the economic' within American society.



Rowe, D. (1999). *Sport, culture and the media: The unruly trinity* (p. 70). Buckingham: Open University Press.

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'Cultural Economy' of Sport: Fantasy Sports



23

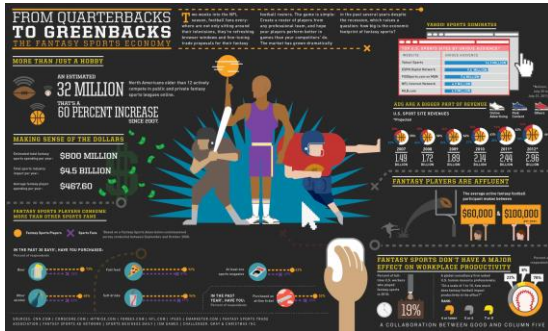
Sporting 'Cultural Economy': Fantasy Sports



<https://www.youtube.com/watch?v=8dFjchL1wsw&list=813s>

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'Cultural Economy' of Sport: Fantasy Sports



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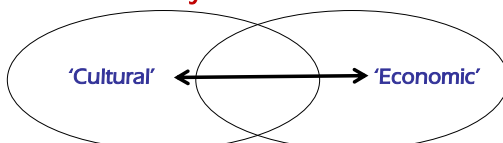
Discussion Activity #1

Based on the video, to what extent does the phenomenon of "fantasy sports" demonstrate the intersections of the "cultural" and the "economic"?

26

In our contemporary period the relationship between the economy and cultural production / consumption has become increasingly interconnected.

Since the 1960s there has been an ongoing 'culturalization of the economic' within American society.



Rowe, D. [1999]. *Sport, culture and the media: The unruly trinity* (p. 70). Buckingham: Open University Press.

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Sport Organizations, Celebrities, and Spectacles: "Culture Industries"



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Industrial Capitalism (1850-1950)



- Economy centered on the production and consumption of *material* products
- Limited variety within goods and services
- 'Mass culture'

Late Capitalism (1950-present)



- Economy centered on the production and consumption of *cultural* products
- Increasing variety within goods and services
- 'Niche culture'

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Industrial Capitalism (1850-1950)

THINGS

MANUFACTURING

PRODUCT

EXCHANGE
VALUE

Late Capitalism (1950-present)

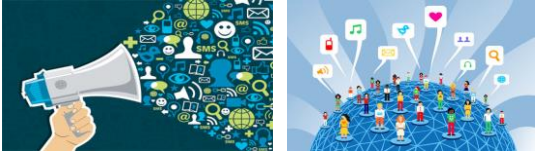
MEANINGS/
FEELINGS/
EXPERIENCESMARKETING/
ADVERTISING

BRAND

SYMBOLIC
VALUE

30

Within late capitalism, the marketplace is a site for the representation of various *cultural signifiers* – those signs, symbols, and experiences that relate to our social identities.



In this way, *different aspects of culture are produced and performed through the market* – identities are magnified and marginalized, bought and sold, and communicated through the cultural economy...

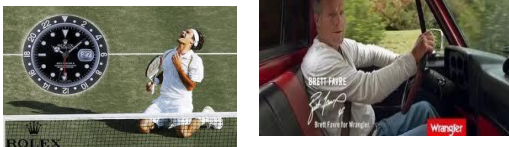
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Cultural Signifiers & Social Identity



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In short, we can understand cultural economy as a *process of producing and performing different cultural signifiers* in and through the market:



Within the contemporary cultural economy, *we produce, consume, encounter and perform different 'signifiers' of social identity* (social class, race, ethnicity, gender, sexuality, (dis)ability) in and through our interactions with particular sport-related products and experiences.

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This shows how **economic, market-based processes** are intertwined with the **"cultural"**.

Take, for example, the phenomenon of **"Commodity racism"**



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Defining 'Cultural Economy'

When studying a particular sport or physical activity as a **'physical culture'**, we will think about how that culture is constructed and experienced in relation to:

- **Social Class** (Upper/Middle/Lower Class?)
- **Gender** (Masculine/Feminine?)
- **Ethnicity** (Shared practices/meanings?)

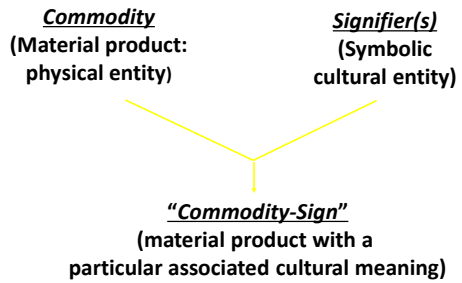
35

Branding refers to the **process whereby signifiers are connected to particular products**, to create an **'experience'** that has cultural meanings beyond the product itself:

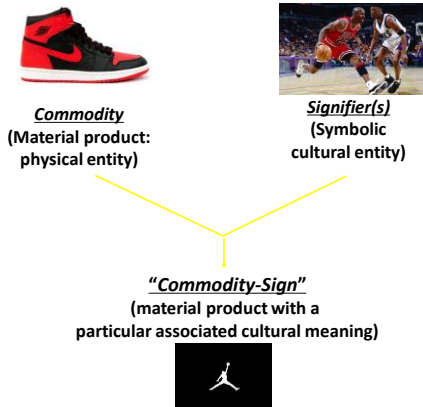
"Branding means nothing more and nothing less than **creating a distinct personality** and telling the world about it." Peters, 1998

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Branding and "Commodity-Signs"



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Discussion Activity

Analyze the construction of the primary commodity-sign in the Air Jordan “It’s Gotta be the Shoes” (1990) commercial.

What are the signifiers used in the commercial? How are they being used?

What cultural meanings are they transmitting?

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Branding and “Interpellation”

Interpellation is the process through which certain products, experiences and meanings ‘speak’ to us and draw us in.

This is the key strategy for marketers and managers involved with branding.



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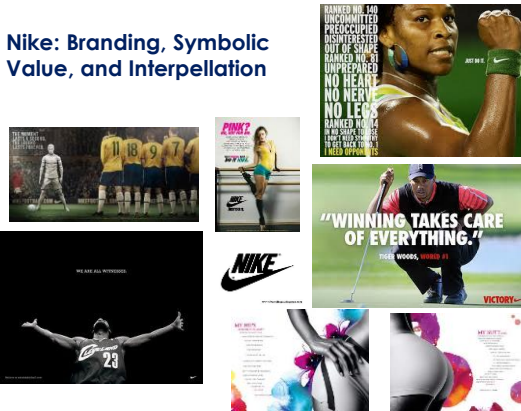
“Interpellation” and Branding

To analyze or ‘deconstruct’ the commodity-signs of a specific cultural ‘text’ (such as advertising), we can consider:

1. *What meaning(s) is the text trying to convey through the product and the ‘brand’ experience?*
2. *How are these meanings being created within the text, and how does the text use specific signs/symbols and associated cultural meanings?*
3. *Who is the intended audience for this product/brand - is it targeted at ‘mass’ or ‘niche’ consumers? What types of consumers (ethnicity, gender, social class, age, etc.)?*

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Nike: Branding, Symbolic Value, and Interpellation



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Branding, Interpellation & Social Identity



<https://www.youtube.com/watch?v=oHbFSZdQikI>

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Discussion Activity

Using the concept of **interpellation**, analyze the recent Nike commercial on women in sports. Explain **what** cultural values are being presented to the viewer and **how** those values are presented through the commercial.

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Contemporary 'Cultural Economy': 'Entrepreneur'



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Lecture 1.1 Assignments

Lecture Quiz 1

- Quiz available on Blackboard after class on Thursday, due by Monday (2/10) @ 11:59 p.m.
- Use notes to study for quiz
- Slides will be available AFTER Lecture 1 deadline

Syllabus Review

Course Essay Assignment Review/Progress

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