

Social Media Im Kulturmanagement Grundlagen Fallb

Introduction to Museology I. Maroevic.1998

Independent Theatre in Contemporary Europe Manfred Brauneck,ITI Zentrum Deutschland.2017-03-31 Over the past 20 years European theatre underwent fundamental changes in terms of aesthetic focus, institutional structure and in its position in society. The impetus for these changes was provided by a new generation in the independent theatre scene. This book brings together studies on the state of independent theatre in different European countries, focusing on the fields of dance and performance, children and youth theatre, theatre and migration and post-migrant theatre. Additionally, it includes essays on experimental musical theatre and different cultural policies for independent theatre scenes in a range of European countries.

Marketing Culture and the Arts François Colbert.1994

Exploring Leadership Richard Bolden,Beverley Hawkins,Jonathan Gosling,Scott Taylor.2011-07-28 Are leaders born or made? Does each society get the leaders it deserves? How-and why-is leadership 'rhetoric' different from leadership in reality? | Leadership is one of the most talked about yet least understood concepts in current business and society. This book explores how theoretical models and views of leadership have evolved over time; how leadership can be investigated from individual, organizational, and societal perspectives; and perennial dilemmas and emerging approaches in Leadership Studies. Positioning its discussion within a multidisciplinary framework that touches on management, sociology, philosophy, anthropology, history, literature, and politics, this book examines and critiques the common assumptions that inform the ways in which leaders and leadership are recognized, rewarded, and developed. It provides a valuable and thought-provoking overview for students and academics interested in leadership and management, practising leaders, leadership development consultants, and policy makers.

Social Media im Kulturmanagement Karin Janner.2011 Dieses Buch gibt einen umfassenden Einblick in den aktuellen Stand der Entwicklung sowie Einsatzmöglichkeiten des Social Web im Kulturmanagement. Sie erhalten eine Einführung in die wichtigsten Social-Media-Dienste und das Potential von Communities für Kulturschaffende. Praxisbeispiele einzelner, sehr erfolgreicher Social-Media-Strategien zeigen Ihnen, was sich mit dem Einsatz von Social Media heute erreichen lässt. Darüber hinaus wird in einigen theoretischen Abhandlungen die veränderte Kommunikation und Rezeption durch das Social Web im kulturhistorischen Kontext reflektiert. Und auch die veränderten Anforderungen an künftige Geschäfts- und Finanzierungsmodelle wie z.B. durch Crowdfunding werden detailliert erläutert. Zum Abschluss werden aktuelle Umfrage- und Forschungsergebnisse zum Einsatz von Social Media im Kultursektor vorgestellt. Dieser Band basiert auf den wichtigsten Vorträgen der Konferenz stART10. Die stARTconference ist die erste Konferenz im deutschsprachigen Raum zum Thema Social Media im Kulturbereich. 2010 fand sie zum zweiten Mal in Duisburg statt. Kulturschaffende, Künstler, Kultureinrichtungen, Vertreter aus der Kulturwirtschaft und Social-Media-Experten diskutierten gemeinsam über das Potenzial des Web 2.0 im Kunst- und Kulturbereich.

Principles of Management Peter Eichhorn,Ian Towers.2018-01-10 This textbook presents an overview of how the activities of an organisation can be managed to satisfy the needs of stakeholders through the cost effective, operationally efficient and sustainable transformation of resources into outputs. Taking an interdisciplinary approach, the authors show the relationship between management and economics and within this framework present the key areas of management activity. The book explains the connections between these areas and provides tools and instruments for successful management. The book's approach and content is relevant for all kinds of organisation - private or public sector, service or manufacturing, non-profit, large or small. Each chapter provides cases to illustrate what has been discussed and some questions to test comprehension. Throughout the book is a continuing project in which the reader is put in the position of owning their own business and must think and make decisions about what the chapter has discussed. The book combines Anglo-American and German approaches to management and management studies, making it a valuable resource both for those who are studying management and those who are working as managers.

Non-Visitor Research Martin Tröndle.2023-09-25 Although many studies are available on visitors to cultural institutions, the infrequent or non-visitors are largely unexplored. However, they make up the majority of the population. Their motivation for not visiting is therefore the focus of this volume. This volume provides an in-depth overview of the international state of nonvisitor research. Building on this, extensive quantitative and qualitative analyses are conducted on reasons for non-visitation. This is followed by an empirically based, practice-oriented theory of visitor attraction. The authors thus present the first comprehensive work on non-visitor research in Germany. This book is a translation of the original German 1st edition Nicht-Besuchersforschung by Martin Tröndle,published by Springer Fachmedien Wiesbaden GmbH, part of Springer Nature in 2019. The translation was done with the help of artificial intelligence (machine translation by the service DeepL.com). A subsequent human revision was done primarily in terms of content, so that the book will read stylistically differently from a conventional translation. Springer Nature works continuously to further the development of tools for the production of books and on the related technologies to support the authors.

Navigating Ambiguity Andrea Small,Kelly Schmutte,Stanford d.school.2022-04-19 A thought-provoking guide to help you lean in to the discomfort of the unknown to turn creative opportunities into intentional design, from Stanford University's world-renowned d.school. "Navigating Ambiguity reminds us not to run from uncertainty but rather see it as a defining moment of opportunity."—Yves Béhar, Founder and CEO, fuseproject A design process presents a series of steps, but in real life, it rarely plays out this neatly. Navigating Ambiguity underscores how the creative process isn't formulaic. This book shows you how to surrender control by being adaptable, curious, and unbiased as well as resourceful, tenacious, and courageous. Designers and educators Andrea Small and Kelly Schmutte use humor and clear steps to help you embrace uncertainty as you approach a creative project. First, they explain how the brain works and why it defaults to certainty. Then they show you how to let go of the need for control and instead employ a flexible strategy that relies on the balance between acting and adapting, and the give-and-take between opposing approaches to make your way to your goal. Beautiful cut-paper artwork illustrations offer ways to rethink creative work without hitting the usual roadblocks. The result is a more open and satisfying journey from assignment or idea to finished product.

Cosmopolitan Canvases Olav Velthuis,Stefano Baia Curioni.2015 Providing a unique insight into the global art market, this book discusses the flows of contemporary art, the migration of contemporary artists, and the worldwide diffusion of organisational models which the art market has recently witnessed.

The Implications of Embodiment Wolfgang Tschacher,Claudia Bergomi.2015-10-27 This edited volume is scientifically based, but readable for a larger audience, covering the concept of embodied cognition and its implications from a transdisciplinary angle. The contributions are from the fields of psychology, computer science, biology, philosophy, and psychiatry. First, the roots of embodiment are described with historical, computer-science, and phenomenological viewpoints. It is argued that embodied cognition is relevant for the discussion of intentionality, with a particular focus on underlying neural processes as well as the context of synergetics and self-organization theory. As cognition is socially embedded, a large section of this book concentrates on embodied communication: How does embodiment influence the way to approach others, what role do body movements play in social interaction, what is the function of nonverbal synchrony in interpersonal relationships and psychotherapy? Embodied cognitive agents are further embedded in particular cultural and environmental contexts. This book thus addresses the active role that cultural and environmental aspects play in driving cognition. Some applications of embodiment, e.g. to psychotherapy and aesthetics are also presented.

Synthesizing Qualitative Research Karin Hannes, Craig Lockwood. 2011-10-13 A considerable number of journal publications using a range of qualitative synthesis approaches has been published. Mary Dixon-Woods and colleagues (Mary Dixon-Woods, Booth, & Sutton, 2007) identified 42 qualitative evidence synthesis papers published in health care literature between 1990 and 2004. An ongoing update by Hannes and Macaitis (2010) identified around 100 additional qualitative or mixed methods syntheses. Yet these generally lack a clear, detailed description of what was done and why (Greenhalgh et al, 2007; McInnes & Wimpenny, 2008). Choices are most commonly influenced by what others have successfully used in the past or by a particular school of thought (Atkins et al, 2008; Britten et al, 2002). This is a substantive limitation. This book brings balance to the options available to researchers, including approaches that have not had a substantial uptake among researchers. It provides arguments for when and why researchers or other parties of interest should opt for a certain approach to synthesis, which challenges they might face in adopting it and what the potential strengths and weaknesses are compared with other approaches. This book acts as a resource for readers who would otherwise have to piece together the methodology from a range of journal articles. In addition, it should stimulate further development and documentation of synthesis methodology in a field that is characterized by diversity.

How Capitalism Destroyed Itself William Kingston. 2020 This new and expanded edition of William Kingston's *Interrogating Irish Policies* looks at the Irish political system with an emphasis on innovation and history.

Reading Images Gunther Kress, Theo van Leeuwen. 1990 This second edition of the landmark book *Reading Images* builds on its reputation as the first systematic and comprehensive account of the grammar of visual design. Drawing on an enormous range of examples from children's drawings to textbook illustrations, photo-journalism to fine art, as well as three-dimensional forms such as sculpture and toys, the authors examine the ways in which images communicate meaning. Features of this fully updated second edition include: new material on moving images and on color, a discussion of how images and their uses have changed through time, websites and web-based images, and ideas on the future of visual communication. *Reading Images'* focus on the structures or grammar of visual design: color, perspective, framing and composition, provides the reader with an invaluable tool-kit for reading images and makes it a must for anyone interested in communication, the media and the arts.

The Social Impact of the Arts Eleonora Belfiore, Oliver Bennett. 2008-09-16 An intellectual history of contrasting ideas around the power of the arts to bring about personal and societal change - for better and worse. A fascinating account of the value and functions of the arts in society, in both the private sphere of individual emotions and self-development and public sphere of politics and social distinction.

Other People's Anthropologies Aleksandar Bošković. 2008-03-01 Anthropological practice has been dominated by the so-called great traditions (Anglo-American, French, and German). However, processes of decolonization, along with critical interrogation of these dominant narratives, have led to greater visibility of what used to be seen as peripheral scholarship. With contributions from leading anthropologists and social scientists from different countries and anthropological traditions, this volume gives voice to scholars outside these great traditions. It shows the immense variety of methodologies, training, and approaches that scholars from these regions bring to anthropology and the social sciences in general, thus enriching the disciplines in important ways at an age marked by multiculturalism, globalization, and transnationalism.

The Business of Events Management John Beech, Robert Kaspar, Sebastian Kaiser. 2014-04-18 *Events Management 1e* John Beech, Sebastian Kaiser and Robert Kaspar *The Business of Events Management* provides an accessible and lively introduction to the practice of managing an event, festival, conference or congress. Written by a team of international experts, the book incorporates the latest thinking in events management and highlights key theories, concepts and models by using a range of case studies and examples. This book will enable you to: Manage the financial aspects of events management Understand the impact of events on built and natural environments Explain the role of volunteers in an event and understand the challenges that managing them involves Understand the key issues in planning and designing a venue Each chapter features a real-life case study to illustrate key concepts and place theory in a practical context, as well as preparing students to tackle any challenges they may face in managing events. Case studies include the Edinburgh International Festival, the 2010 Winter Olympics and Indian Premier League Cricket.

Managing and Measuring Social Enterprises Rob Paton. 2003-02-18 *Managing and Measuring Social Enterprises* explores how the performance agenda has impacted on public policy and management. Rob Paton examines what has happened when performance improvement techniques originating in the private sector are applied to public and nonprofit organizations.

Books in Motion in Early Modern Europe Daniel Bellingradt, Paul Nelles, Jeroen Salman. 2017-09-07 This book presents and explores a challenging new approach in book history. It offers a coherent volume of thirteen chapters in the field of early modern book history covering a wide range of topics and it is written by renowned scholars in the field. The rationale and content of this volume will revitalize the theoretical and methodological debate in book history. The book will be of interest to scholars and students in the field of early modern book history as well as in a range of other disciplines. It offers book historians an innovative methodological approach on the life cycle of books in and outside Europe. It is also highly relevant for social-economic and cultural historians because of the focus on the commercial, legal, spatial, material and social aspects of book culture. Scholars that are interested in the history of science, ideas and news will find several chapters dedicated to the production, circulation and consumption of knowledge and news media.

Theory Building in Applied Disciplines Richard A. Swanson, Thomas J. Chermack. 2013-08-05 Theory matters in applied disciplines—fields that apply scholarly research to professional practice, such as management, social work, health care, human resource development, education, and many others. Because these disciplines deal with human beings in the real world, a flawed theory can result in actual harm to people and institutions. When faced with a professional problem, practitioners resort to the latest fad or simply throw everything and anything at it because of the lack of sound theory. Scholars deal with problems by slicing them into small segments to study them but fail to address the practical implications. What's needed is a way to unite research and practice to create robust theory. This is exactly what Richard Swanson and Thomas Chermack offer here: a complete, five-step method for developing sound, field-tested theory in applied disciplines. Unlike many existing methods, which cover only the initial conceptualization of a theory, the authors offer a complete approach, from conceptualizing a theory to creating relevant assessment criteria, establishing a research agenda to test the theory's validity, applying the theoretical concepts in the real world, and using that experience to further refine and improve the theory. The method is not restricted to any single discipline, nor is it beholden to any research ideology. Swanson and Chermack provide a set of tools for each phase of the process, making this book accessible and applicable to a wide audience. And in addition to examples in each chapter, they offer two extended case examples of complete theory building. With flawed theories impeding the development of many applied disciplines, this book is desperately needed.

Nonprofit Enterprise in the Arts Paul J. DiMaggio. 1987-01-15 Taking the dichotomy of nonprofit high culture and for-profit popular culture into consideration, this volume assesses the relationship between social purpose in the arts and industrial organization. DiMaggio brings together some of the best works in several disciplines that focus on the significance of the nonprofit form for our cultural industries, the ways in which nonprofit arts organizations are financed, and the constraints that patterns of funding place on the missions that artists and trustees may wish to pursue. Showing how the production and distribution of art are organized in the United States, the book delineates the differing roles of nonprofit organizations, proprietary firms, and government agencies. In doing so, it brings to the surface some of the special tensions that beset arts management and policy, the way the arts are changing or are likely to change, and the policy alternatives high culture faces.

Entwicklung ländlicher Räume als kulturpolitische Herausforderung Wolfgang Schneider, Beate Kegler, Daniela Koß. 2017 Due to global processes of transformation and the social challenges posed by demographic change, rural areas increasingly demand attention from politics and the public sphere. The contributions in this volume demonstrate how in different European countries it is mainly the cultural players who offer suggestions for an organization of the changing forms of communal life that is keeping with the times. The arts in particular have proven to be able of providing fresh impetus and new insights. This compendium of theory and practice combines outcomes of studies in cultural policy, introduces exemplary models and thus constitutes a first attempt at determining the position of innovative cultural work in rural areas. All essays

both in English and German.

How to Write Songs on Guitar Rikky Rooksby.2000 Explains how to create songs to be played on guitar, including advice on such basics of songwriting as structure, rhythm, melody, and lyrics.

Seeing Culture Everywhere Joana Breidenbach,Pál Nyíri.2015-07-20 Today's world is shaped by an obsession with cultural difference that penetrates everyday life and matters of state in unprecedented ways. Culture and cultural difference are commonly used to explain everything that's in the news - from wars to economic development and consumer behavior. This fuels the belief that our world is shaped by clashing cultures, a view that is counterproductive when it assumes falsely that culture is a timeless container that traps nations and ethnic groups. Seeing Culture Everywhere challenges the misguided and dangerous global obsession with cultural difference and directly critiques the popular notion that world affairs are determined by essential civilizations with immutable and conflicting cultures. The book offers an alternative view of a world in which cultural mixing, not isolation, is the norm, but where several historical trends have come together at the beginning of the twenty-first century to produce the current wave of culture think. Brimming with concrete examples that move from genocide in Rwanda to schools in Berlin, from the Chrysler boardroom to the war in Iraq, it contemplates how ethnic identity can be mobilized in the service of all kinds of goals - violent or nonviolent, laudable or despicable - and the unintended effects such mobilization invariably produces. The authors suggest ways to remain sensitive to the cultural impacts of policies and decisions without falling into the traps of determinism, essentialism, and misrepresentation. Seeing Culture Everywhere will be useful in the fields of anthropology, law, intercultural communication, and international relations, as well as for general readers interested in ethnicity and travel.

Classical Concert Studies Martin Tröndle.2020-09-01 Classical Concert Studies: A Companion to Contemporary Research and Performance is a landmark publication that maps out a new interdisciplinary field of Concert Studies, offering fresh ways of understanding the classical music concert in the twenty-first century. It brings together essays, research articles, and case studies from scholars and music professionals including musicians, music managers, and concert designers. Gathering both historical and contemporary cases, the contributors draw on approaches from sociology, ethnology, musicology, cultural studies, and other disciplines to create a rich portrait of the classical concert's past, present, and future. Based on two earlier volumes published in German under the title Das Konzert (The Concert), and with a selection of new chapters written for the English edition, this companion enables students, researchers, and practitioners in the classical and contemporary music fields to understand this emerging field of research, go beyond traditional disciplinary boundaries and methodologies, and spark a renaissance for the classical concert.

Building Communities, Not Audiences Doug Borwick.2012 Building Communities, Not Audiences: The Future of the Arts in the U.S, written and edited by Doug Borwick, holds that established arts organizations, for practical and moral reasons, need to be more deeply connected to their communities. It serves as an essential primer for any member of the arts community-artist, administrator, board member, patron, or friend-who is interested in the future of the arts in the U.S. It also provides new ways of looking at the arts as a powerful force for building better communities and improving lives. It is from community that the arts developed and it is in serving communities that the arts will thrive . . . Communities do not exist to serve the arts; the arts exist to serve communities. Building Communities, Not Audiences identifies the factors that serve to isolate established arts organizations from their communities, points out the trends that loom as imminent threats to the long-term viability of the artistic status quo, and presents principles and mechanisms whereby arts organizations can significantly extend their reach into the community, supporting enhanced sustainability. Included are case studies and examples of successful community engagement work being conducted by arts organizations from around the U.S. Twenty-three contributors, representing chamber music, dance, museums, opera, orchestras, and theatre as well as an array of arts administration perspectives provide breadth of coverage. The economic, social, and political environments out of which the infrastructure for Western 'high arts' grew have changed. Today's major arts institutions, products of that legacy, no longer benefit from relatively inexpensive labor, a nominally homogeneous culture, or a polity openly managed by an elite class. Expenses are rising precipitously and competition for major donors is increasing; as a result, the survival of established arts organizations hinges on their ability to engage effectively with a far broader segment of the population than has been true to date. ----- From the Foreword by Rocco Landesman, Chairman, National Endowment for the Arts: I think the days of the arts in ivory towers are behind us; the very best arts organizations are . . . connecting communities with artists . . . Not only can the arts build communities, I think we must. From the Foreword by Robert L. Lynch, President & CEO, Americans for the Arts: Doug Borwick calls for substantive rather than superficial efforts, authentic and systemic changes. . . . The challenge is not whether to build communities or audiences but how to build communities and audiences together. ----- Contributors: Barbara Schaffer Bacon: Co-Director, Animating Democracy Sandra Bernhard: Director/HGOco, Houston Grand Opera Susan Badger Booth: Professor, Eastern Michigan University Tom Borrup: Principal, Creative Community Builders Ben Cameron: Program Director for the Arts, Doris Duke Charitable Foundation William Cleveland: Director, Center for the Study of Art and Community Lyz Crane: Community Development Consultant David Dombrosky: CMO/InstantEncore Maryo Gard Ewell: Community Arts Consultant Tom Finkelparl: Executive Director, Queens Museum of Art Pam Korza: Co-Director, Animating Democracy Denise Kulawik: Principal, Oneiros, LLC Helen Lessick: Artist, Civic Art Advocate Dorothy Gunther Pugh: Founder & Artistic Director, Ballet Memphis Stephanie Moore: Arts and Culture Researcher Diane Ragsdale: Cultural Critic, Speaker, Writer Noel Raymond: Co-Director, Pillsbury House Theatre, St. Paul, MN Preranna Reddy: Director-Public Events, Queens Museum of Art Sebastian Ruth: Founder/Artistic Director, Community MusicWorks, Providence, RI Russell Willis Taylor: President & CEO, National Arts Strategies James Undercofler: Professor, Drexel University; former President/CEO, Philadelphia Orchestra Roseann Weiss: Director, CAT Institute, Regional Arts Commission, St. Louis, MO

Storytelling Klaus Fog,Christian Budtz,Baris Yakaboylu.2006-03-20 Must-read for managers on a powerful branding tool of the future. Up-to-date cases from the business world, plenty of illustrations and easy-to-use tools. Recommended by managers of top international firms. Covers both the internal and external benefits of storytelling for a business company. Danish version sold more than 2000 copies.

Handbook Event Market China Helmut Schwägermann,Peter Mayer,Yi Ding.2015-12-14 China's event market is full of dynamic and exciting developments, innovation, new players and novel ideas, but at the same time of certain shortcomings. This new and huge market is drawing increasing attention from the event industry worldwide. The aim of this handbook is to analyse the Chinese event market, reflect on emerging trends, scrutinise the key players and identify the implications for the education of future professionals in this industry. This handbook is the first of its kind on the Chinese event market written in English. It is a collection of 27articles written by 39 authors from China, Germany, Malaysia, South Africa, the United Kingdom and the United States. The contributions embrace a mix of theoretical and practical reflections, written by academics/lecturers and practitioners alike. The focus lies on business events, such as trade fairs, conventions and corporate events. Some very specifically describe a certain trend or development; others focus on overall trends. The handbook is divided into four chapters. Following an introductory chapter on the event market, the second chapter focuses on the event market in China from a global perspective. The third chapter reflects on management aspects in China's event industry. The fourth and final chapter addresses the issue of educating professionals for the event industry.

Media and Convergence Management Sandra Diehl,Matthias Karmasin.2013-05-24 Convergence has gained an enormous amount of attention in media studies within the last several years. It is used to describe the merging of formerly distinct functions, markets and fields of application, which has changed the way companies operate and consumers perceive and process media content. These transformations have not only led business practices to change and required companies to adapt to new conditions, they also continue to have a lasting impact on research in this area. This book's main purpose is to shed some light on crucial phenomena of media and convergence management, while also addressing more specific issues brought about by innovations related to media, technologies, industries, business models, consumer behavior and content management. This book gathers insights from renowned academic researchers and pursues a highly interdisciplinary approach. It will serve as a valuable reference guide for students, practitioners and researchers interested in media convergence processes.

Object Biographies Menil Collection (Houston, Tex.).2021 A revealing look at ancient art in the Menil Collection that addresses the problem of objects lacking archaeological context This innovative anthology discusses a diversity of ancient Mediterranean objects--a Mesopotamian votive figure, a Egyptian relief from the New Kingdom, and a Greek Geometric fawn among them--in the Menil Collection and three other US museums. It offers new models for understanding works from antiquity that lack archaeological context. Essays by 13 authors written with the layperson in mind employ a creative mixture of iconography, technical studies, and modern provenance research to gain insight into the meaning of the objects themselves and what they can teach us more broadly about archaeology, art history, and collecting practices. They take on complex issues of cultural heritage, legality, and taste to bring to life works that are often consigned to either the imperial past or a conceptual limbo. Essays on related groups or single objects introduce fresh frameworks to engage with the multilayered history these objects represent. The eight object biographies on ancient artifacts in the Menil are the first in-depth studies published on the collection. Essays by seven university professors probe works in their areas of expertise, while those by seven curators lay bare one object biography; frame provenance studies at the San Antonio Museum of Art, Getty Museum, and Museum of Fine Arts, Boston; and survey war's effect on ancient works. The editors' introduction and an epilogue responding to the other 13 texts review theoretical and practical issues in the study of artifacts lacking archaeological findspots (provenience). Recommended for programs and libraries in museum studies, archaeology, and art history; art and heritage law programs; and readers fascinated by cold-case detective work on the material culture of the ancient Mediterranean. Distributed for the Menil Collection

Creativity and Innovation in the Music Industry Peter Tschmuck.2006-01-18 This book charts the effects of new communication technologies and the Internet on the creation of music in the early 21st century. It examines how the music industry will be altered by the Internet, music online services and MP3-technology. This is done through an integrated model based on an international history of the industry since the phonograph's invention in 1877, and thus, the history of the music industry is described in full detail for the first time.

Culture-on-Demand James Lull.2008-04-30 This highly original, thought-provoking book - written by a pioneer of communication studies - is the first to analyze the post 9/11 world in terms of global media and popular culture. Written in an engaging and candid manner by a leading expert in this field Argues that cross-cultural understanding can only be achieved by harnessing the power of global media, popular culture, information technology, and personal communications technologies Examines the global trend of using film, video, music, and TV "on-demand" as the framework through which we experience all cultural activity Draws inspiration from the work of a range of theorists, from Charles Darwin to Anthony Giddens Candidly interrogates the very latest developments in world affairs, especially the roles of fundamentalist religious ideology, media globalization, and individualism, whose complex relationships have yet to be explained by social scientists

Journalism Report V Andy Kaltenbrunner,Matthias Karmasin,Daniela Kraus.2017-07-17

Places of Excellence Martin Tröndle,Johanna Schindler.2021 This book investigates how excellence and reputability are formed, performed, and perceived at well renowned international higher education institutions. Along six detailed ethnographic case descriptions - including University of Warwick, Goldsmiths, New York University, School of the Art Institute Chicago, Ohio State University, and HEC Montréal - it asks how master's programs in arts management and cultural policy achieved reputability and how this affects the everyday academic live. A cross-case analysis revealed a set of overall drivers that seem to have a great impact on the reputation of the studied programs. By focusing on the design and content of the teaching environments as well as on motivational, emotional, and social aspects of the learning situation at these six higher education institutions, the book offers a holistic understanding of reputability and excellence. About the authors Johanna Schindler is a postdoctoral researcher at the WÜRTH Chair of Cultural Production at Zeppelin University, Friedrichshafen, Germany, and Managing Editor of the peer-reviewed Journal of Cultural Management and Cultural Policy. Previously, she worked as a curatorial assistant at Kunstmuseum Liechtenstein, Vaduz; a manager of the International Association of Curators of Contemporary Art; and a researcher and coordinator at Haus der Kulturen der Welt, Berlin. Martin Tröndle is the WÜRTH Chair of Cultural Production at Zeppelin University, Friedrichshafen, Germany. He is a principal investigator of Experimental Concert Research, a project that investigates aesthetic experience in classical concerts. He is also Co-Editor in Chief of the peer-reviewed Journal of Cultural Management and Cultural Policy. Previously, he was the principal investigator of eMotion - mapping museum experience (2008-14), a project that experimentally analyzed the experience of the museumgoer.

Knowing in Performing Annegret Huber,Doris Ingrisch,Therese Kaufmann,Johannes Kretz,Gesine Schröder,Tasos Zembylas.2020-11 Knowing in Performing describes dynamic processes of artistic knowledge production in music and the performing arts. By exploring the field of artistic research as a constantly transforming space for participatory and experimental artistic practices, this anthology points the way forward for researchers, artists and decision makers.

Management of Art Galleries Magnus Resch.2016-11-14 The art world is tough, the rules are a mystery, and only the lucky few make money' - so how can galleries succeed? What makes a commercial art gallery successful? How do galleries get their marketing right? Which potential customer group is the most attractive? How best should galleries approach new markets while still serving their existing audiences? Based on the results of an anonymous survey sent to 8,000 art dealers in the US, UK, and Germany, Magnus Resch's insightful examination of the business of selling art is a compelling read that is both aspirational and practical in its approach.

Arts and Cultural Management Constance DeVereaux.2018-09-03 Arts and Cultural Management: Sense and Sensibilities in the State of the Field opens a conversation that is much needed for anyone identifying arts management or cultural management as primary areas of research, teaching, or practice. In the evolution of any field arises the need for scrutiny, reflection, and critique, as well as to display the advancements and diversity in approaches and thinking that contribute to a discipline's forward progression. While no one volume could encompass all that a discipline is or should be, a representational snapshot serves as a valuable benchmark. This book is addressed to those who operate as researchers, scholars, and practitioners of arts and cultural management. Driven by concerns about quality of life, globalization, development of economies, education of youth, the increasing mobility of cultural groups, and many other significant issues of the twenty-first century, governments and individuals have increasingly turned to arts and culture as means of mitigating or resolving tough policy issues. For their growth, arts and culture sectors depend on people in positions of leadership and management who play a significant role in the creation, production, exhibition, dissemination, interpretation, and evaluation of arts and culture experiences for publics and policies. Less than a century old as a formal field of inquiry, however, arts and cultural management has been in flux since its inception. What is arts and cultural management? remains an open question. A comprehensive literature on the discipline, as an object of study, is still developing. This State of the Discipline offers a benchmark for those interested in the evolution and development of arts and cultural management as a branch of knowledge alongside more established disciplines of research and scholarship.

Pop-Culture Pedagogy in the Music Classroom Nicole Biamonte.2010-10-28 Teachers the world over are discovering the importance and benefits of incorporating popular culture into the music classroom. The cultural prevalence and the students' familiarity with recorded music, videos, games, and other increasingly accessible multimedia materials help enliven course content and foster interactive learning and participation. Pop-Culture Pedagogy in the Music Classroom: Teaching Tools from American Idol to YouTube provides ideas and techniques for teaching music classes using elements of popular culture that resonate with students' everyday lives. From popular songs and genres to covers, mixes, and mashups; from video games such as Dance Dance Revolution and Guitar Hero to television shows like American Idol, this exciting collection offers pedagogical models for incorporating pop culture and its associated technologies into a wide variety of music courses. Biamonte has collected well-rounded essays that consider a variety of applications. After an introduction, the essays are organized in 3 sections. The first addresses general tools and technology that can be incorporated into almost any music class: sound-mixing techniques and the benefits of using iPods and

YouTube. The middle section uses popular songs, video games, or other aspects of pop culture to demonstrate music-theory topics or to develop ear-training and rhythmic skills. The final section examines the musical, lyrical, or visual content in popular songs, genres, or videos as a point of departure for addressing broader issues and contexts. Each chapter contains notes and a bibliography, and two comprehensive appendixes list popular song examples for teaching harmony, melody, and rhythm. Two indexes cross-reference the material by title and by general subject. While written with college and secondary-school teachers in mind, the methods and materials presented here can be adapted to any educational level.

Cultures and Globalization Helmut K Anheier, Yudhishtir Raj Isar, Annie Paul, Stuart Cunningham. 2008-10-03 The world's cultures and their forms of creation, presentation and preservation are deeply affected by globalization in ways that are inadequately documented and understood. The Cultures and Globalization series is designed to fill this void in our knowledge. In this series, leading experts and emerging scholars track cultural trends connected to globalization throughout the world, resulting in a powerful analytic tool-kit that encompasses the transnational flows and scapes of contemporary cultures. Each volume presents data on cultural phenomena through colourful, innovative information graphics to give a quantitative portrait of the cultural dimensions and contours of globalization. This second volume *The Cultural Economy* analyses the dynamic relationship in which culture is part of the process of economic change that in turn changes the conditions of culture. It brings together perspectives from different disciplines to examine such critical issues as: * the production of cultural goods and services and the patterns of economic globalization * the relationship between the commodification of the cultural economy and the aesthetic realm * current and emerging organizational forms for the investment, production, distribution and consumption of cultural goods and services * the complex relations between creators, producers, distributors and consumers of culture * the policy implications of a globalizing cultural economy By demonstrating empirically how the cultural industries interact with globalization, this volume will provide students of contemporary culture with a unique, indispensable reference tool.

Kulturmanagement und Social Media Simon A. Frank. 2015-12

Geschichte auf YouTube Christian Bunnenberg, Nils Steffen. 2019-10-21 Videoplattformen wie YouTube sind jung, dynamisch und werden häufig genutzt: Für die Mehrheit der Digital Natives ist YouTube „ein probates Mittel, um sich regelmäßig über Themen zu informieren“, und nach Suchmaschinen die zweite Anlaufstelle für Suchen im Internet überhaupt (JIM-Studie 2017). Mehr als 85% der Jugendlichen und jungen Erwachsenen nutzen inzwischen das Internet auch zum Lernen: Auf YouTube suchen sie in diesem Zusammenhang gezielt nach Erklärvideos. Medienkonsum, Sehverhalten, Aufnahmevermögen und Partizipationswillen von jungen Menschen sind an die Gegebenheiten digitaler Medien angepasst. Audiovisuell-partizipative Medien eröffnen damit ein großes Potential und ein neues Handlungsfeld für die historisch-politische Bildung. Der vorliegende Band versucht sich an einer ersten Bestandsaufnahme des Phänomens Geschichte auf YouTube und lädt zu Reflektion und Diskussion ein. Er vereint Beiträge von Wissenschaftlerinnen und Wissenschaftlern sowie Praktikerinnen und Praktikern. Im Mittelpunkt stehen neben theoretisch-methodischen Überlegungen vor allem Untersuchungen von Praxisbeispielen. Die Autorinnen und Autoren widmen sich dabei Fragen nach Narrationsstrategien und Authentizität von Geschichte, Produktion und Praxis, Partizipationsmöglichkeiten sowie den Chancen und Herausforderungen von YouTube für die historische Bildung. Ergänzt werden die Beiträge durch Einblicke in die Arbeit der YouTube-Kanäle „TheGreatWar“ und „MrWissen2Go“.

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