



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
<i>CULTURAL POLICY: POWER AND CONTEXTS</i>	

Academic staff	Core academic unit(s)
Coordinating: doc. dr. Eglė Grėbliauskaitė Other: Guest lecturers from political science, creative industries, communication, and cultural management.	Institute of International Relations and Political Science, Vilnius university, Vokiečių str. 10, LT-01130, Vilnius, tel. +370 52514130, e-mail: tspmi@tspmi.vu.lt

Study cycle	Type of the course unit
First	Elective / Individual/ Interdisciplinary

Mode of delivery	Semester or period when it is delivered	Language of instruction
Face-to-face	Autumn semester	English

Requisites	
Prerequisites:	Co-requisites (if relevant):

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	139	32	107

Purpose of the course unit		
<p>The course aims to introduce students to the field of cultural policy and its significance in shaping identity, values, and power in contemporary societies. It examines how cultural policy is developed, implemented, and challenged through political ideologies, institutions, and global frameworks. Students will explore how cultural decisions influence areas such as heritage, migration, media, social movements, and sustainability. Drawing on perspectives from political science, cultural studies, sociology, and international relations, the course equips students with analytical tools to critically evaluate cultural governance and its impact on democratic life, inclusion, and global change.</p>		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Students will be able to define and explain key concepts, models, and ideologies in cultural policy.	Thematic lectures and concept-focused seminars; guided critical reading sessions;	Assessed through an individual concept presentation (clarity,

	individual short reflections on core texts.	conceptual grasp, argument) and active seminar participation (preparation and responsiveness).
Students will be able to analyze how cultural policy shapes identity, memory, and representation.	Individual case analysis assignments; structured seminar debates; facilitated group discussions based on contemporary controversies.	Evaluated through critical analysis paper or presentation, focused on one empirical case (use of course literature, depth of interpretation).
Students will be able to evaluate the interaction between institutions, civil society, and political power.	Stakeholder mapping exercises; role-play of policy negotiations; comparative case-based group work on institutional frameworks.	Group policy scenario presentation, including analysis of institutional structure, stakeholder interests, and expected policy outcomes. Peer and instructor feedback
Students will be able to apply interdisciplinary approaches to assess real-world cultural policy cases.	Case investigation tasks; group-based problem-solving on selected policy challenges; moderated peer-review of policy scenarios.	Final case study presentation, demonstrating ability to synthesize theory, apply interdisciplinary methods, and propose evidence-based recommendations.
Students will be able to compare cultural policy frameworks in different political and geographic contexts.	Comparative scenario-building; regulation simulation (EU, UNESCO); peer debate on policy typologies and implications.	Oral comparative analysis of two contrasting policy models, evaluated on criteria of argument clarity, source use, and cross-cultural sensitivity.
Students will be able to integrate theory and practice in analyzing issues like heritage, migration, or sustainability.	Multi-perspective analysis of policy outcomes; structured stakeholder role analysis; development of mini-policy briefs in response to real-life cases.	Comprehensive final presentation, integrating policy theory with practical analysis; graded on conceptual integration, originality, and feasibility of insights offered.

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work

1. Introduction to cultural policy: definitions, history, models	2						2	8	Reading assigned chapters; short reflection; seminar prep.
2. Culture and soft power: diplomacy, ideology, influence	1		1				2	6	Analysis of country cases; question preparation for discussion
3. EU cultural policy: identity, integration, governance	1		1				2	7	Policy document reading; comparison matrix of selected EU programs
4. UNESCO and heritage politics: global memory, decolonization	1		1				2	6	Case analysis (UNESCO list); write-up on heritage criteria
5. Cultural economy and creative industries	1		1				2	6	Reading economics chapters; prepare questions and debate points
6. Midterm assessment: individual presentation				2			2	9	Prepare and deliver presentation; review peer presentations
7. Cultural policy in authoritarian regimes	1		1				2	6	Comparative table of regimes; reflection on resistance and control
8. Culture and migration: identity, integration, multiculturalism	1			1			2	6	Prepare short case commentary on migrant cultural production
9. Censorship and control: freedom of expression, platform algorithms	1		1				2	6	Algorithm analysis task; prepare position statement
10. Social movements and cultural institutions	1		1				2	6	Prepare example of activist culture; analyze institutional responses
11. Midterm assessment II: group presentation				2			2	9	Group coordination; research national case; create visuals and lead

12. Sustainability and cultural policy	1		1				2	6	Prepare a green policy brief or critique
13. Digital culture: platforms, AI, visuality	1		1				2	6	Analyze cultural algorithm case; optional reflection
14. Postcolonial cultural politics and restitution	1		1				2	6	Prepare short position memo on restitution issue
15. Final exam: case study presentation				2			2	14	Final prep: case analysis, integration of theory and literature, visual presentation
Total	13		11	7			32	107	

Assessment strategy	Weight %	Deadline	Assessment criteria
Participation in seminars and discussions	20	Ongoing	<p>Preparation and contribution (60%) – regular and active participation; familiarity with required readings; ability to raise questions and relate theory to practice.</p> <p>Critical dialogue and cooperation (40%) – constructive responses to peer input; openness to alternative viewpoints; contribution to a respectful and engaging academic environment.</p>
Presentation on a cultural policy model and national case study	20	Week 6	<p>Content (55%) – conceptual clarity and theoretical grounding; relevance and contextualization of the national example; coherence and logic of argumentation; appropriate use of course literature and empirical data.</p> <p>Structure and communication (25%) – clear presentation structure; visual quality of the slides or supporting material; clarity and coherence of oral delivery.</p> <p>Engagement (20%) – ability to respond to questions; critical reflection; participation in follow-up discussion.</p>
Presentation analyzing a country's cultural	20	Week 11	Theoretical and empirical content (55%) – correct application of a cultural policy model; analytical

policy (institution, model, policy outcomes)			<p>depth of the chosen case; relevance of institutional, political and ideological elements.</p> <p>Structure and presentation quality (25%) – clarity of argument; division of speaking roles; use of visual aids and communication techniques.</p> <p>Group cooperation and interaction (20%) – collaborative coordination; ability to engage the audience with a stimulating discussion question; overall cohesion of group work.</p>
Final case study presentation: in-depth analysis of a selected issue or context	40	Week 15	<p>Analytical depth and originality (60%) – well-developed argument; integration of theory and empirical material; critical perspective; creative or original insight.</p> <p>Structure and communication (25%) – logical flow; clarity and visual quality of presentation; effective delivery.</p> <p>Engagement and reflection (15%) – responsiveness to feedback; capacity to raise thoughtful questions; reflective attitude towards sources and broader context.</p>

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
David Bell & Kate Oakley	2014	Cultural Policy	-	Routledge
Panha Vorng	2024	<i>Policy And Governance: Comparative Public Policy - Lessons From Asia And Europe</i>		DOI: 10.1234/56827
Oakley, Kate, Justin O'Connor, Eds.	2015	<i>The Routledge Companion To The Cultural Industries</i>	-	London: Routledge
Nye, Joseph S.	2015	<i>Soft Power: The Means To Success In World Politics</i>	-	Public Affairs

Clive Gray	2007	Commodification And Instrumentality In Cultural Policy	13(2), 203–215. https://doi.org/10.1080/10286630701342899	<i>International Journal Of Cultural Policy</i>
Mulcahy, K. V.	2006	Cultural Policy: Definitions And Theoretical Approaches	35(4), 319–330. https://doi.org/10.3200/JAML.35.4.319-330	<i>The Journal Of Arts Management, Law, And Society</i>
Shahla Ahmed	2025	The Role Of Soft Power In The Digital Age	March 7	The SAIS Review
Capurro, Carlotta, Gertjan Plets, And Jaap Verheul	2024	Digital Heritage Infrastructures As Cultural Policy Instruments: Europeana And The Enactment Of European Citizenship	30.3 (2024): 304-324.	<i>International Journal Of Cultural Policy</i>
Dâmaso, M., & Rex, B.	2025	Towards A Regenerative Approach To Cultural Policy	31(4), 409–421. https://doi.org/10.1080/10286632.2025.2470825	<i>International Journal Of Cultural Policy</i>
Rosenstein, Carole	2024	<i>Understanding Cultural Policy: Government and the Arts and Culture in the United States</i>	-	Routledge
Ruth Towse	2019	<i>A Textbook of Cultural Economics</i>	-	Cambridge University Press
David Hesmondhalgh	2018	<i>The Cultural Industries</i>	-	Sage
Anne Applebaum	2012	<i>Iron Curtain: The Crushing of Eastern Europe 1944–1956</i>	-	Anchor Books
Vertovec, Steven	2023	<i>Superdiversity: Migration and social complexity</i>	-	Taylor & Francis
Modood, Tariq	2000	Multiculturalism: A Civic Idea Polity	-	UK: Oxford University
Joseph, William A.	2024	<i>Politics in China: an introduction</i>	-	Oxford University Press
Jakonen, Olli, Vappu Renko, and	2025	Challenging the Nordic model? The cultural policies of	<i>Policy</i> 31.1 (2025): 16-35	<i>International Journal of Cultural Policy</i>

Tobias Harding		populist parties in Finland and Sweden		
Starr, Paul	2005	<i>The creation of the media: Political origins of modern communication</i>		Basic Books
Walters, Benjamin	2023	<i>The Future of Free Speech</i>		Palgrave Macmillan
Adams, Felicity	2020	Cinzia Arruzza, Tithi Bhattacharya and Nancy Fraser: <i>Feminism for the 99%: A Manifesto</i> : Verso, London, 2019, ISBN: 978-1788734424	101-105	Springer
Yúdice, George	2008	The expediency of culture	434-442	<i>The Cultural Geography Reader</i> . Routledge
Hawkes, Jon	2001	<i>The fourth pillar of sustainability: Culture's essential role in public planning</i>		Common Ground
Terui, Takao	2025	Digital cultural policy in Japan: decentralised digitalisation initiatives and their associated challenges	1-13	<i>International Journal of Cultural Policy</i>
<u>Lawrence Lessig</u>	2004	<i>Free Culture: How Big Media Uses Technology and the Law to Lock Down Culture and Control Creativity</i>	-	The Penguin press
Christofoletti, Rodrigo	2025	Return and Restitution of Cultural Goods: Decoloniality as Compass and Brake	2025	<i>International Heritage: New Approaches, Old Concerns</i> . Cham: Springer Nature Switzerland
Oyekan, Adeolu Oluwaseyi	2025\	Whose cosmopolitanism is it, anyway?: Western museums, looted artifacts, postcolonial identities and restitution in Africa	1-12	<i>South African Journal of Philosophy</i>

Recommended reading				
Andrew Yu	2011	The Internet's role in promoting civic engagement in China and Singapore: A Confucian view	32-2/	Human Affairs, De Gruyter
Sussman, Gerald	2025	Enemies, Heroes, and Hate Propaganda: America's War in Ukraine.	298	<i>Media, Populism and Hate Speech</i>