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A Cultural Philosophy: Tempering the Desire for Spectacle

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This paper develops theory in relation to cultural policy and study, arguing that a philosophical component to this social science has remained un-stated, though often assumed. Without clear epistemological premises from which to depart, studies of culture and the implementation of cultural policies continually re-question their priorities. Moreover, this questioning is often reduced to the present priorities of social research or aligning research interests with governmental or funding body directives. Attempting to articulate a 'cultural philosophy' is thus, fundamental to ensure the sustainability of coherent cultural policies and studies of culture that transcend social policy interests. To this extent, *culturisation* is understood as the process by which individuals become more aware of *identity values* pertaining to a given community or location. Moreover, such becoming is the basic tenet upon which cultural policies ought to be based. Identity is the critical concept to underpin the need for cultural strategies, perhaps more generically conceived as communicating, understanding or educating. The second part of this presentation draws upon research in events/festivals to support the theoretical component to the paper. It is argued that events are facing 4 critical tensions, which reveal the epistemological tension and crisis of philosophy within cultural studies. These tensions consist of: Global vs. Local; Competition vs. Inclusion; Event vs. Bid; and Corporation vs. People. Each of these tensions are posited in relation to specific cases and arguing that the resolution of these tensions can provide a greater foundation for revealing priorities and challenges within policy making about culture.