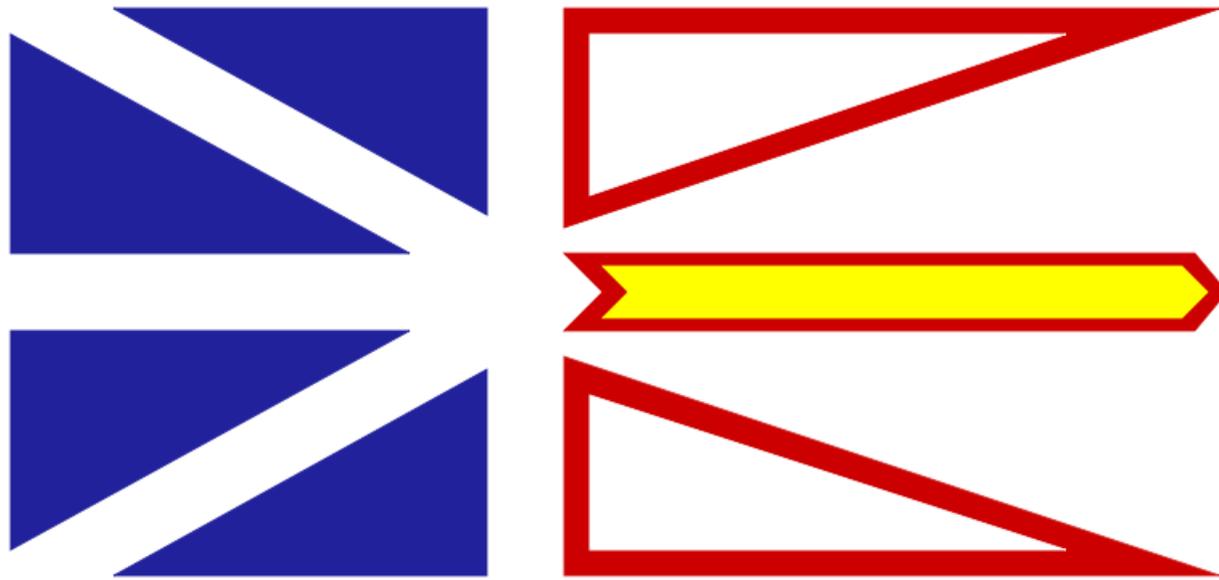


Forms of Cultural Policy in Newfoundland and Labrador



Framework of paper

- McGuigan's 3 forms of cultural policy discourse: state, market, civil/communicative
- Will not take ideological stance. Will attempt to reveal pros/cons of each form
- Better understanding of cultural policy might lead to better voting decisions

High culture/state discourse

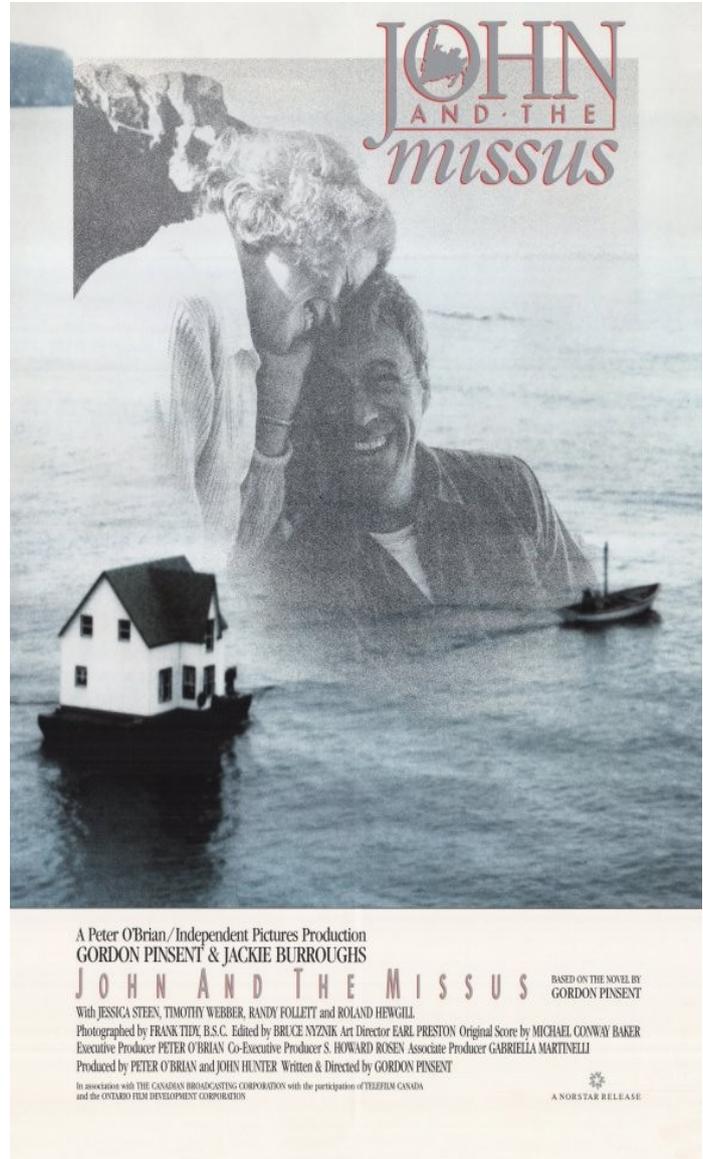
- Joey Smallwood, Premier from 1949-1972
- Barrelman – 1930s radio show
- Memorial University of Newfoundland (MUN)
- John Perlin - Director of Cultural Affairs

High culture - advantages/disadvantages?

- MUN visual arts professor Edythe Goodridge said, “[Perlin's] idea of culture perpetuated the worst of colonialization.”
- Belfiore and Bennett write, “the rhetoric of the civilising powers of the arts was systematically employed, in nineteenth-century Europe, to provide a moral justification for the colonial enterprise.”

Civil/communicative discourse

- Brian Peckford, Premier from 1979-1989
- Rompkey writes, “Peckford was the first to openly embrace the arts as an expression of provincial culture.”
- Advantages/disadvantages?

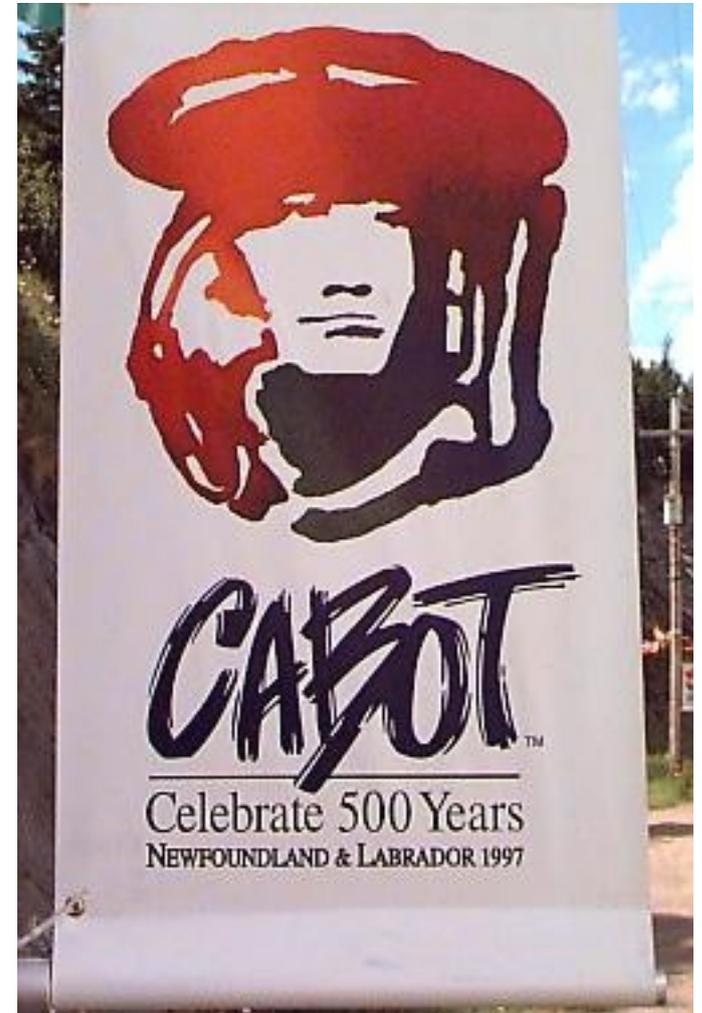
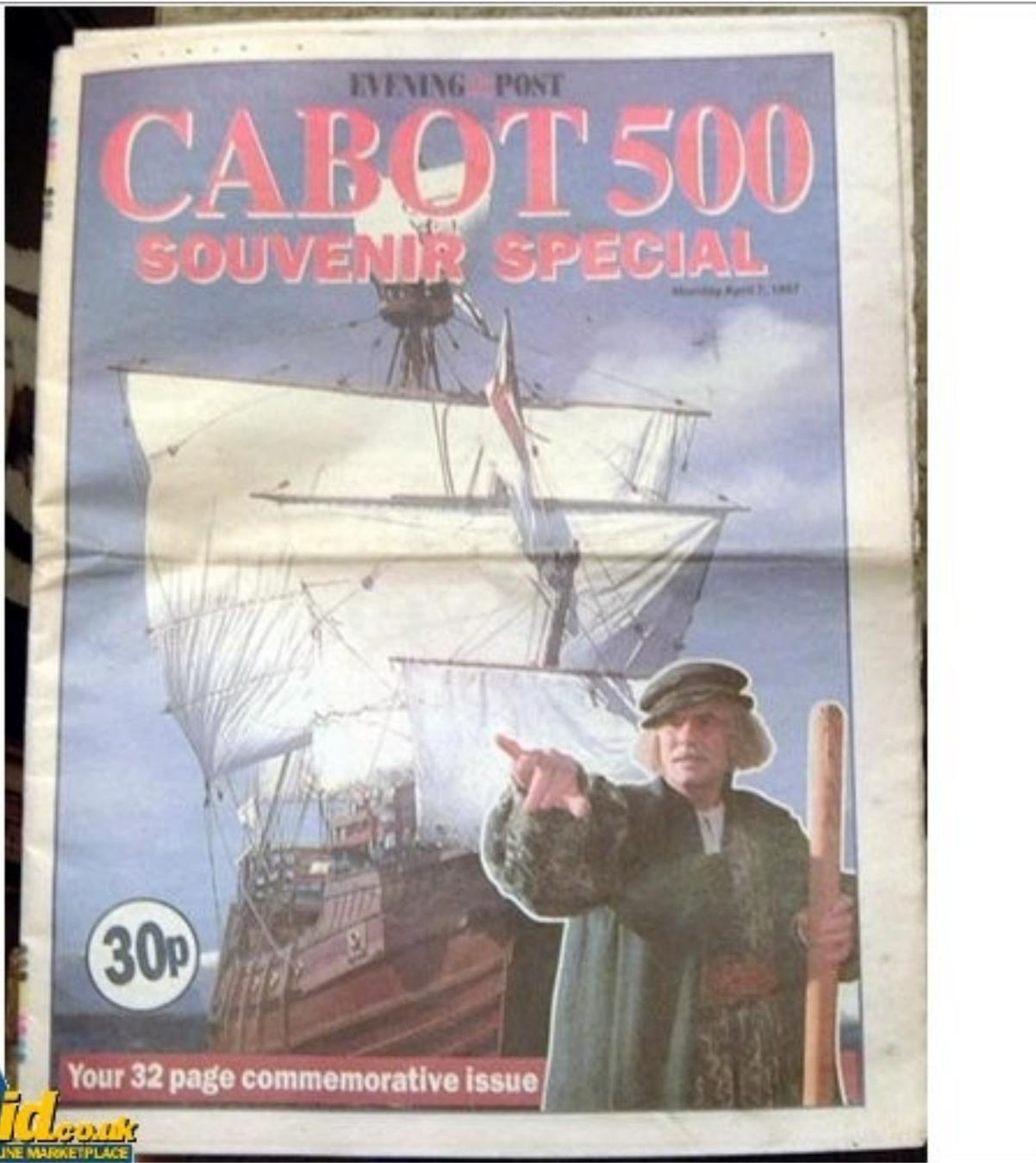


But...

- Civil/communicative discourse sometimes too inward-looking?
- Rompkey writes, “Peckford deflected a proposal for a cultural and educational broadcasting authority on the model of Radio-Quebec and TVOntario in 1983 when cabinet rejected a draft for a white paper on communications.”

Market discourse

- Clyde Wells, Premier from 1989-1996
- Tends to encourage the development of major, high profile festivals and events
- Can bring lots of money into the local economy, e.g. Toronto's Luminato (Levin & Solga)



Ephemerality...

- Garcia: these ephemeral cultural events are often “not framed in an assessment of long term cultural legacies or coherent strategies that seeks to secure a balanced spatial and social distribution of benefits.”
- Cabot 500 project was very ephemeral

Neglected self-expression...

- What about the Newfoundland and Labradorians who were not necessarily all that interested in celebrating John Cabot?
- His expedition was financed by the notoriously greedy and corrupt Henry VII
- Any room for alternate remembrances?

Market discourse cont'd...

- Brian Tobin, Premier from 1996-2000



The Rooms

- The museum's newest exhibit, Fantastic Sea Monsters, is fairly typical of its programming.
- Levin and Solga: this move toward the general and mainstream often results in “a coercive, if often unintentional, censorship of those individuals and practices that could not easily be integrated into the community’s sense of itself and its public goals.”

Market discourse still cont'd...

- Danny Williams, Premier from 2003-2010
- 2006 policy document: “[it is the] government’s belief that investment in culture makes sound business sense”

The Competitiveness Chain

