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**Kurzbeschreibung:**

This module will introduce the concept and the phenomenon of creative industries. This is a rather recent concept, not even two decades old. We will develop and understanding of the creative industries in theoretical and in more practical terms. It is a term that is at the crossroads of policy making, academic theory, and industrial practice. In order to properly understand the notion of creative industries we will have to take a step back. The module will start with the exploration of a closely related but much older concept, that of cultural industries, which was introduced nearly a century ago by Frankfurt School philosophers Max Horkheimer and Theodor W. Adorno. We will try to understand how the creative industries are both, a continuation of the cultural industries, but also something new and different. In the next step we will explore some important social, cultural, technological and economic transformations that gave rise to the creative industries. In particular we will explore transformations of work, the rise of immaterial labour, and transformation of media. We will then critically examine the claims of key theorists of the creative industries, commentators such as Richard Florida and John Hartley. We will also look the side of policy making, as the term was originally invented by policy makers. We will examine how the concept of creative industries represents a significant shift in cultural policy, a shift to a more economic understanding of culture. In the final part of this module we will develop a more ethnographic and a more local approach to creative industries. We will examine Bremen's creative industries and their relation to the local economy, to the urban space, and to Bremen's city life.

**Literatur:**