CONTENTS

SERIES EDITOR'S FOREWORD

SERIES EDITOR'S FOREWORD	ix
ACKNOWLEDGEMENTS	xi
INTRODUCTION	1
CULTURAL ANALYSIS, TECHNOLOGY AND POWER	7
Introduction	7
Analysing	9
Governing	15
Regulating	17
Determining	19
Branding	28
Conclusion	32
DISCOURSES OF CULTURAL POLICY	33
Introduction	33
Stating	36
Marketizing	41
Communicating	50
Conclusion	59
CULTURAL POLICY PROPER AND AS DISPLAY	61
Introduction	61
Rationalizing	64
Exhibiting	70

RETHINKING CULTURAL POLICY Amazing

Conclusion

RHETORICS OF DEVELOPMENT, DIVERSITY AND TOURISM	92
Introduction	92
Developing	94
Diversifying	99
Touring	104
Conclusion	112
CULTURE, CAPITALISM AND CRITIQUE	113
Introduction	113
Dumbing down	114
Consuming	121
Globalizing	125
Capitalizing	129
Questioning	132
Conclusion	141
GLOSSARY	143
REFERENCES	149
INDEX	165

90