**Economic History of Culture**

## Prof. Andrea Maria Locatelli; Prof. Gianpiero Fumi

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to explore the trends of the European economy during the modern and contemporary age, with a focus on the most relevant factors leading to economic development, as well as the similarities and the differences among the European countries (module 1). Then it will carry out a historical analysis of the main cultural sectors, with a focus on their transformations in terms of production, market, and consumption (module 2). At the end of the course, students will be able to: (i) explain the concept of development as a form of interaction between economic factors and a broader technological, social, political, and institutional context; (ii) identify the different patterns of development of contemporary economies; (iii) describe the main forces that have determined the current economic assets; (iv) analyse the long-term relationship between the economy and cultural activities, and the relevance of the ‘cultural capital’ for the economic development; (v) provide a factual definition of the key concepts and terminology of cultural economics; (vi) assess the variety of cultural heritages (including the intangible ones), and identify their permanent elements, that still exist in our contemporary reality. The course aims to help students develop their independent judgment skills, also through class discussions on the issues related to the preservation and enhancement of cultural heritage.

***COURSE CONTENT***

Module 2: *The ways of capitalism between the modern and the contemporary age*

* The "Ancien Régime" economy
* The modern economic development
* The emergence of an international economy
* From the first globalization to the crisis of the 1930s
* The golden age of capitalism, 1950-1973
* Stagflation, the return to the liberal world and globalization

Module 2: *Cultural sectors in economic perspective between the modern and the contemporary age*

* Luxury and culture. The high society
* The Church and the cultural heritage
* Art production, markets, and institutions
* From the ‘printing revolution’ to the development of publishing
* Music and theatre as a business
* New cultural media and businesses between the 19th and the 20th century

***READING LIST***

Module 1:

G. Feliu-C. Sudrià, *Introduzione alla storia economica mondiale*, trad. it., Cedam, Padova, 2013.

Module 2:

Essays and other material that will be made available on Blackboard.

***TEACHING METHOD***

Frontal lectures, supported by slides and further material on Blackboard. At the beginning of the course students will be informed, in class and on BlackBoard, about the implications of attending class (at least 70 per cent of the lessons) or non-attending (here included the hearing of lectures that will be possibly recorded, according to the university instructions).

***ASSESSMENT METHOD AND CRITERIA***

At the end of the first module, attending students (as stated above) will be allowed to take an interim test, consisting in a written exam based on open-ended questions. The mark obtained in the interim test will be valid for the whole academic year. The final assessment will consist in an oral exam. However, during the first official exam sessions in June-July, students will be given the possibility to choose between oral and written exam. The final mark will result from the average between the two modules.

***NOTES AND PREREQUISITES***

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG, or on the Faculty notice board.