CULTURAL DIVERSITY
WHY?
FOR WHOM?

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Serhan Ada, İstanbul Bilgi University
Who is T. Esenç?
Georges Dumézil
25 languages die every year!..
Whose words are these?

- «What is the nature of a bookseller’s stock in trade»?
- «What rights of ownership to a work does the bookseller acquire from the writer»?
- «Whether those rights are temporary or eternal»?
Whose words are these?

- «Line all your borders with soldiers, sir, arm them with bayonets to repel any dangerous book that may appear, and those books will – pardon the expression – pass between their legs or jump over their heads to reach us…»
Whose words are these?

- "Applying the principles of manufacture of fabric to the printing of a book... a blunder!"
250 years from today and almost 200 from Benjamin, Adorno etc.

DENIS DIDEROT,

(Letter on the book trade, 1763)
Are Cultural Goods Different?
Cultural Industries

Cultural goods and services

Vectors

of

Identity, Values and Meaning

(Universal Declaration on Cultural Diversity, 2001, Article 8)
Factors of Economic and Social Development
Cultural Industries

Contribution to GDP (%)
UK (5.8) – Canada (3.8) – US (3.3) –
Australia (3.1) – FR (2.8) – Turkey (2.3)

(OECD, 2003 etc.)

and

to Employment
Cultural Industries

Global GAP
between North and South
Challenges for

LANGUAGES,
EDUCATIONAL SYSTEMS,
NEWS AND ENTERTAINMENT BUSINESS WORLD
Cultural Diversity

• in the country
• at international level
Cultural Diversity

Access to Cultural Rights vs. Cultural Industries for Development: an Antagonism?
Cultural Diversity

Major Source of Concern: Trade Negotiations

(Hollywood 80% of global market share of motion pictures, 2001)

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Intercultural Dialogue
twin with
Cultural Diversity
Antagonism surpassed
Cultural Diversity

Free circulation of cultural goods in the country for a broad and fair exchange at international level
Perspectives for Diversity

- Accommodating
- Managing
- Accepting the reality
- Seeing as a benefit and resource
Important Tool and International Platform

2005

UNESCO Convention for the Protection and Promotion of the Diversity of Cultural Expressions

(132+1 signatories)

Serhan Ada, İstanbul Bilgi University
CONVENTION

NO

• Trade disciplines
• Legally binding dispute settlement mechanism

YES

• Preferential treatment for developing countries (Art.16)
• Active role for civil society (Art. 11)
Governance Approach to Cultural Policy Process and Practices
Opportunities

Corporate World, professionals and

up-and-coming single artists
But…

Challenge of dominant market positions of large multinational companies and troubles of consumers faced with overabundant content
Cultural Diversity

for

• Social inclusion
• Sustainable development
• Access to cultural rights and participation
Cultural Diversity

«as necessary for the humankind as Biodiversity is for nature»

(Universal Declaration on Cultural Diversity, 2001)
http://www.youtube.com/watch?feature=player_embedded&v=ALuuAh8JAvg
Thank you...