

George Mason University
Master of Arts Management
College of Visual and Performing Arts

Course: MAM 599 Comparative Arts Policy – Germany and the United States
Semester: Summer 2008
Location: TBD

Instructor: Beth Bienvenu, Ph.D.
Phone: 301-943-3552
Email: bbienven@gmu.edu
Office Hours: TBD
Course dates: June 7 – July 31, 2008

Course Description

Historically, patronage for the arts in the United States and Europe has differed widely in terms of government and private support. European arts organizations have enjoyed strong government support, whereas those in the U.S. have relied on a mixture of both private and public funding. The interesting questions to consider are: What impact have these patterns had on the development of the arts sector in both the U.S. and in Europe? How have they shaped the arts sector, arts organizations, fundraising, marketing, and the field of arts management in each country? What impact have they had on each government's role in defining and censoring art? This course will give students an opportunity to make these comparisons, specifically between Germany and the United States. Through intensive reading and specific case studies of U.S. and German arts organizations, students will gain an in-depth appreciation of the role of government in the arts and how the arts function in these two countries. The course will consist of a two-week intensive study of local U.S. arts organizations, funding agencies, and policy bodies, followed by two weeks of on-site interviews and conversations with arts managers from similar organizations in Berlin, Germany. The Berlin stay will include a series of tours and lectures at arts organizations and arts-supporting organizations. Students will have ample time for individual exploration of the cultural offerings of this dynamic and historic city.

This course will be offered for 3 or 6 credits. The 6-credit course will include the activities and assignments of the 3-credit course, as well as additional intensive research and investigation of a topic related to German/American arts and cultural policy. This project will include both scholarly research and interviews with key arts organizations in Germany and/or the U.S.

Course Policies

Class participation – The success of this course is contingent upon student participation and contribution to class discussions. Students are expected to attend and participate in every class meeting, complete all readings, and participate in all required interviews, tours and activities on-site in Berlin.

Written Assignments – All course assignments must be typed, spell-checked, and proofread with one-inch margins, double spacing, and a 12 point font. Students must cite all sources using the Modern Language Association (MLA) style for references and bibliography.

Due Dates – All due dates for assignments are firm. Points will be deducted for late assignments (5% per day).

Plagiarism and academic dishonesty of any kind will be subject to serious academic penalties. Your papers will be checked for originality and accuracy. Please check with the GMU Writing Center

(Revised 4-18-08 – added readings, changed page limit for 6-credit paper, added topic areas)

(<http://writingcenter.gmu.edu>) for further guidelines on citations. You will be expected to utilize published books, journal articles, and references from relevant arts-related websites. **Please note** the difference between a refereed journal and information from other sources on the web: journal articles are reviewed for accuracy and legitimacy, while newspaper articles, magazine articles, arts organization websites, editorials, encyclopedic sites like Wikipedia, and blogs are not necessarily reviewed for accuracy and may contain editorializing by the authors. You may reference these sources when relevant, but keep in mind their lack of scholarly oversight and use caution when citing them in your work. **Remember** that when using any text by another author – even if it is from a web source – you *must* provide a citation. Any use of plagiarism will result in a failing grade on the assignment, a possible failing grade in the course, or possible expulsion from the MAM program.

Course Format and Participation:

Evaluation and Grading

Grading Scale: A = 94-100; A- = 90-93
B+ = 87-89; B = 83-86; B- = 80-82
C = 70-79; D = 60-69; F = 0-59

Evaluation (3-credit course)

Class participation	20%
Organizational descriptions	15%
Berlin presentations/reports	25%
Final paper and presentation	40%

Class participation grades will be based on the following:

- Attendance
- Active participation in class discussions
- Active participation in the Berlin-based activities and interviews

Evaluation (6-credit course)

The first half (50%) of the grade for the 6-credit course will be based on the above graded activities; the second half (50%) of the course grade will be based on the final project, a 25-40 page paper.

Readings

Required Books

Ladd, Brian. *The Ghosts of Berlin*. (1997) Chicago: The University of Chicago Press.

Others TBD

Other Readings

“How the United States Funds the Arts”, publication by the National Endowment for the Arts
<http://www.arts.gov/pub/how.pdf> or printed booklet, available from NEA or professor.

Kreidler, John. “Leverage Lost: Evolution in the Nonprofit Arts Ecosystem.” [In Bradford, G., Gary, M. and Wallach, G. (eds.) (2000). *The Politics of Culture: Policy Perspectives for Individuals, Institutions, and Communities*. New York: New Press.] p.147-168. To be posted on the Blackboard site.

Others TBD. All additional readings will be available via Internet links, the George Mason University library system, or GMU’s Blackboard Learning System.

(Revised 4-18-08 – added readings, changed page limit for 6-credit paper, added topic areas)

Course Structure and Session Content (3-credit course)

The instructor reserves the right to make changes, with appropriate notice given to students.

Students will work in teams of 2 to conduct case studies or arts organizations in both the U.S. and Berlin, Germany. Case studies of US organizations will take place in the weeks prior to the Berlin trip, and the German case studies will take place during the two weeks in Berlin.

Arlington Assignments

Organizational Descriptions – Working in their teams, students will work with the instructor to choose 6 German and 3 U.S. arts organizations, funding entities, and government agencies (the instructor will provide a list of scheduled organizations) for their case studies. They will research their organizations, using the Internet and other resources, and write up a 1-page description of each organization. Due June 14.

Readings – Read all assigned reading materials.

U.S. Organization interviews – Working in their teams, students will interview managers at their 3 U.S. arts organizations, funding organizations, and government arts agencies (preferably 1 funding/government organization and 2 non-profit arts organizations.) Must be completed by the third class session (June 18).

Organizational Presentations – Each team will give a 20-minute presentation on the German and American organizations that they researched and began case studies on during the final Arlington class before the trip (June 18).

Berlin assignments

German organization interviews – Working in their teams, students will interview managers at the 6 German organizations selected at the start of the course. Schedule and organizations TBD.

Interview Reports – Working in their teams, students will give short presentations on their progress at reporting sessions throughout the on-site stay.

Final presentations – Working in their teams, students will give a final presentation on their overall impressions and findings in the final days of their stay.

Students are encouraged to keep a journal of their interview notes and other observations during tours and lectures.

Post-Berlin assignments

Final report and presentation on the interview findings, plus cross-cultural comparison of US and German arts policy, due July 21. Student pairs will work collaboratively on the final organization presentations and the final paper.

Course Schedule

LAYING THE FOUNDATION – ARLINGTON CLASS SESSIONS

Saturday, June 7 9:30am-3:30pm	US arts policy – How the US funds and manages the arts. Readings TBD
---	---

Saturday, June 14 German arts policy – How Germany funds and manages the arts.
9:30am-3:30pm Readings TBD

Wednesday, June 18 Presentations on U.S. and German organizations.
7:00-10:00pm

MAKING THE COMPARISON – BERLIN CLASS SESSIONS

Saturday, June 21 Travel to Berlin.

Sunday June 22 Arrive in Berlin in AM, meet in afternoon/evening for welcome dinner and orientation.

Monday, June 23 Tour of local area, possible interviews.

Tuesday June 24 Interviews. Meet in evening to debrief and report.

Wednesday, June 25 Interviews.

Thursday, June 26 Interviews. Meet in evening to debrief and report back.

Friday, June 27 Interviews.

Saturday, June 28 Day off or tours TBD.

Sunday, June 29 Day off or tours TBD.

Monday, June 30 Interviews.

Tuesday, July 1 Interviews. Meet in evening to debrief and report back.

Wednesday, July 2 Interviews.

Thursday, July 3 Reports on Berlin experience and interviews. Students enrolled in 6-credit course will give a presentation on their topics.

Friday, July 4 Free day. Farewell dinner.

Saturday, July 5 Travel home.

**Interview dates and times will be scheduled prior to the start of the course and students will be given their interview schedule during the course dates in Arlington. Students will have some choice in organizations for their case studies, based on their artistic and arts management interests.

**Other tours (museums, historical sites), performances, etc., TBD

TYING IT TOGETHER – ARLINGTON CLASS SESSIONS

Thursday, July 17 Final class meeting – final presentation (if not done in Germany).
Final reports due.

Course Structure and Session Content (6-credit course)

The instructor reserves the right to make changes, with appropriate notice given to students.

Students enrolled in the 6-credit course will participate in all of the above activities, both in the U.S. and Berlin. They will also conduct research on a topic that further explores German and American arts policy and management. This research will include reading two additional books, an additional review of the scholarly literature, and interviewing key stakeholders in the issue. The final product will be a 25-40 page paper synthesizing the research and analysis on the issue addressed.

Working with the instructor, students will choose a topic, choose two relevant books (and write short book summaries on each), identify key stakeholders in the U.S. and/or Germany and develop a timeline for conducting interviews and site visits (to take place before the Berlin trip, during the trip, and immediately upon returning), and write the paper during the last half of the summer session. Students should begin developing their topic as soon as possible so they can be ready to take advantage of the summer session to conduct the research and write the paper.

Timeline:

- Topics due June 14
- Key stakeholders identified by June 14
- Books identified by June 18
- Book summaries due July 18
- Final paper due July 31

Grading:

The grades will be based on research and exploration of the issue, discussion of its application to arts policy and management, use of sources (including books, journal articles, media sources, and interviews), the logic and flow of the writing, and the writing mechanics.

Topics:

Though the key focus of this course is on comparing German and American arts policy and management, this project will be an opportunity to explore more deeply the issues related to how and why German arts policy and management practices developed. While Germany has a rich heritage of arts and cultural support, its turbulent history has had a profound impact on its arts and culture. The key focus of this research will be on how it has impacted present-day arts and culture in Germany, and how it may have affected the arts and culture in the U.S.

Possible topic areas:

- The impact of German immigrants on the arts and culture in the U.S.
- Nazi treatment of art and artists during WWII
- The handling of the art looted by the Nazi's and U.S. policies regarding repatriation
- The impact of the Holocaust on art and artists both in Germany and the U.S.
- The preservation of the Holocaust through museums/memorials throughout Germany and the US
- The impact of Soviet occupation of East Germany and the subsequent reunification on the arts and culture
- The use of art as propaganda by the US and/or Germany in WWII, the Cold War and Reunification

The topics related to the Holocaust and WWII offer a particularly rich opportunity to explore museums and memorials in both Berlin and in the U.S. The topics don't necessarily need to connect with U.S. arts policy and management but there are many ways to tie them together.