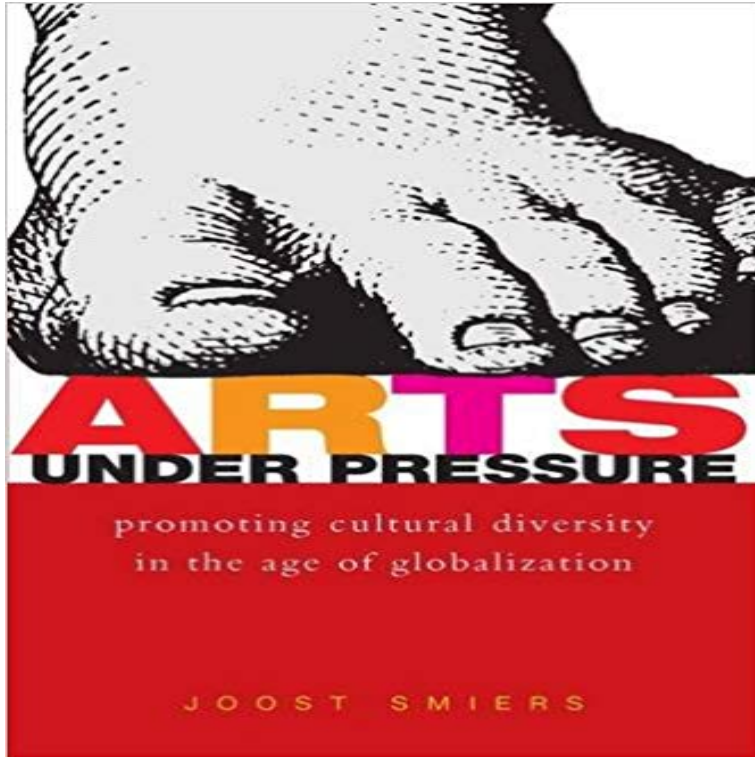


# Arts Under Pressure: Protecting Cultural Diversity in the Age of Globalisation



Arts Under Pressure analyzes the relevant forces behind decision-making in cultural matters worldwide, specifically in the field of the arts, under the influence of economic globalization. The book deals with all the arts, in all parts of the world, focusing on the cycle of creation, production, distribution, promotion, reception, and influence. It asks the key questions: who has the power to decide what reaches audiences in what quantities, with what contents, and surrounded by what kinds of ambiances? The author claims that mass culture does not exist; what exists are artistic creations that are produced, distributed and promoted on a mass scale.

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