



MAKALE / ARTICLE:

THE CONCEPT OF CULTURAL INDUSTRY POLICY: A CRITICAL PERCEPTION*

'KÜLTÜR ENDÜSTRİSİ' KAVRAMI ÜZERİNDEN KENTLEŞME POLİTİKALARINA İLİŞKİN ELEŞTİREL BİR GÖZLEM

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ABSTRACT

The concept of culture industry that used as a key concept. Cities gain "meta presence" in the culture industry by restructuring their identities that they have. The current strategy of urbanization policy is to make industrial production tool by making the culture obsolete. So urban transformation projects are one of the important tools of identity production to raise up the economic and social power of the cities, today. This text revealing, the cities' cultural and spatial values, encountered problems at the urban identity design process. This is the phenomena of the power of politics.

While globalization attaches importance to the nature of the space that produces social relations, it still acts within rational modernity (structuralist thought), which perceives time as homogeneous. Because capitalism tends to be "destruction of the process over the time". This attitude continued until it has realized that globalization could not be experience in the same way in every society.

Today, community-specific cultural practices restructured with 'market-focused' norm production. This development stems from the fact that new culture and identity policies play an active role in the global economy. In this process, multinational corporations disintegrated the autonomous spheres of nation states. In doing so, they also supported the masses by highlighting their micro identity and belonging.

The logic of capitalist perception and fiction is 'structural'. "Structuralism" separates (by bringing into account information on a measurable value) the factors in the "spatial" and

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"social" differentiation that determine the cultural diversity. The society studies in the logic of Cartesian thought. According to this logic, the market is a structured field of social acts. "Cultural industries" are also the structural components of the market in this context.

This study examines the urban transformation studies in the context of the culture industry, capital and city and urban transformation in the context of the policies to create the culture industry.

Key Words: Culture Industry, Globalization, Modernity, Urbanization, Identity Policies

ÖZET

Şehirler, sahip oldukları kimlikleri yeniden yapılandırarak kültür endüstrisi ile "artık değer" oluştururlar. Mevcut kentleşme stratejisi, kültürü endüstriyel üretim aracı yapmaktır. Günümüzde, kentsel dönüşüm projeleri, şehirlerin ekonomik ve sosyal gücünü yükseltmek için kimlik üretiminin önemli araçlarından biridir. Kentlerin kültürel ve mekânsal değerleri, kentsel kimlik tasarım süreçlerinde problemlerle karşılaştı.

Küreselleşme, toplumsal ilişkiler üreten mekânın doğasına önem verirken, zamanı homojen olarak algılayan rasyonel modernite (yapısalcı düşünce) içinde hareket eder. Çünkü kapitalizm "zaman içinde uzamın yıkımı" olma eğiliminde oldu. Bu tutum, küreselleşmenin her toplumda aynı şekilde yaşanmayacağı anlaşılma kadar devam etti.

Bugün, topluma özgü kültürel uygulamalar, "piyasa odaklı" norm üretimi ile yeniden yapılandırılmaktadır. Bu gelişme, yeni kültür ve kimlik politikalarının küresel ekonomide aktif rol oynamasından kaynaklanmaktadır. Bu süreçte çokuluslu şirketler ulus devletlerin özerk alanlarını parçaladı. Bunu yaparken, mikro kimliklerini ve aidiyetlerini vurgulayarak kitleleri desteklediler.

Kapitalist algılama ve kurgunun mantığı "yapısal"dır. "Yapısalcılık", kültürel çeşitliliği belirleyen "mekânsal" ve "toplumsal" farklılaşmadaki faktörleri (ölçülebilir bir değer hakkında bilgiyi hesaba katarak) ayırır. Toplum, kartezyen düşünce mantığıyla çalışır. Bu mantığa göre, piyasa yapılandırılmış bir sosyal eylemler alanıdır. "Kültür endüstrileri" de bu bağlamda pazarın yapısal bileşenleridir.

Bu çalışma, kentsel dönüşüm çalışmalarını, kültür endüstrisi oluşturmaya yönelik politikalar bağlamında kültür endüstrisi, sermaye ve kent, kentsel dönüşüm başlıklarında irdelemektedir.

Anahtar Kelimeler: Kültür Endüstrisi, Küreselleşme, Modernite, Kentleşme, Kimlik Politikaları

1. CULTURAL INDUSTRY

This study aims to investigate the relationship between urban transformation studies and globalization, identity and culture industry concepts. Urban transformation has evaluated in the context of the relationship between urban transformation and identity and globalization. After the Second World War, reconstructed mass culture focused on the production of differences in the 'territory - space - place' contexts in a new format defined as a "creative destruction of the tradition". The aim is to restructure the capital to improve its ability to act on society.

Because the market is interested in cultural differences. In the process of men settlement and resettlement, capitalism stands beside localization, in opposition to "globalization" and "localization."

Globalization, homogenize all the cultural artifacts. The aim is to follow the cultural process that regulates the flow of meaning among people. U.Hannerz (1990) stated that, the flow of meaning is produce by the interaction of the cultural differences within the societies and the cultural differentiation determines the power of these indicators. (Buck N., Gordon I., 2005). In this context, he stated that, through the "market, state, lifestyle and movements", the flow of meaning can be follow to understand and evaluate the demands of globalization.

German social scientists, called as the Frankfurt School, defined the concept of the "culture industry" as they examined the forms of development and empowerment of capitalism (T.Adorno, 2016). These scholars considered the concept of culture as an industrial product in the order of capitalist society. The main reason that the culture product is, no longer produced outside the network of relations. Therefore, it has lost its cultural character. With the loss of meaning, the product becomes a commodity. Through exchange and equivalence, Culture had constructed itself to satisfy the desires of everyone. As a commodity, the culture product has circulated and loaded with new meanings for advertising.

According to 'Frankfurt school' scholars, 'producing the product detached from the context makes the product independent from time and place' (A.Singewood, pp.310, 1998) This causes alienation. Alienation of a cultural product in the context of the global economy; homogenization of the product has been industrialized.

Homogenization in the context of space is the reason for the nomad of the cultural product. Homogenization in the context of architecture is the essence of logic in typology production. "Type" design is the success in the context of capitalist logic because of the fact that production organization can be produce all over the world and production organization creates an economy on its own.

2. CAPITAL AND THE CITY

City is the contingent phenomenal argument, depending on "social process".¹ This dependence is based on urban 'surplus value' oriented policies rather than need and long-term development strategies.

Kelly wrote, "The New Economy operates in a 'space' rather than a place, and over time more and more economic transactions will migrate to this new space"(1998,pp. 94-95). Kelly then qualifies this to some degree, writing that: "Geography and realestate, however, will remain, well...real. Cities will flourish, and the value of a distinctive place, such as a wilderness area, or a charming hill village, will only increase. "Still, here iterates that "People will inhabit places, but increasingly the economy inhabits a space."

According to Marxian discourse, capital cycle has three stages. The first is industrial production. Excessive accumulation caused by industrial production and the failure of this accumulation to turn into investment cause crisis. This crisis directed to investment in the built environment for consumption and production by investing capital in the urban area. The accumulation of capital occupies the space at this stage and produces new spaces.

The second is the stage of the urbanization of capital (Harvey 1982, 1985). The process of capitalist development requires the geographical mobility of labor and the adaptation of capital to the spatial circumstance. At this stage, capital transferred to areas such as real estate, finance and land speculation. With the realization of surplus value, the capital produces itself in these areas (Gottdiener, 1993: 132; Merrifield, 2005: pp:695).

In the third cycle, cities are the physical infrastructure areas that capital needs for production, change and consumption areas. This infrastructure is the production of the built environment that is the source for the production of value and surplus value. Cities

¹ Bıçkı D., "HARVEY ve Castells'de Kent Sorunsalı: Politik Ekonomi Vizyonu Ve Sinirlilikleri", U.Ü. Fen-Edebiyat Fakültesi Sosyal Bilimler Dergisi Yıl: 7, Sayı: 11, 2006/2, <http://dergipark.gov.tr/download/article-file/214595>

become the construction site. Factories, infrastructure systems, schools, hospitals, residential areas, shopping centers, education investments are capital as continuous reproduction for the profitability of capital accumulation as different components of the urban built environment (Harvey, 2012: 419).

With the importance of spaces and places in terms of urbanization process, construction sector, real estate speculation, tourism and leisure activities become the main areas of investment and profitability. This process leads directly to the consumption of space without productivity (Lefebvre, 1991: 352-353).

In the third cycle of capitalist production, (formed as the spaces of capital's own production and reproduction relations) which called the "abstract space". It based on transport networks such as finance and business centers, communication networks, media, highways and airports (Lefebvre, 1991).

In this process, the state produces the abstract space of economic and managerial sovereignty. In this context, Harvey (1989) stated that four different policies could applied separately or in different combinations according to the city's qualifications and the vision defined for the city. First is mobilizing existing resources, locations, physical and social infrastructure, skilled workforce and local advantages, as well as providing support and incentives to investors, attracting flexible productions to the city (first cycle).

The second is the creation of an economy by focusing on the transportation, communication, office and educational resources, and the management units of the advanced finance, bureaucracy, information collection and processing sectors in the space (second cycle).

Third is urban renewal and urban transformation projects and make urban space more livable and attractive. Developing consumption and entertainment venues, organizing festivals and cultural events. Thus, the upper culture and income groups and flexible consumption flows to the city (third cycle).

Fourth is local authorities to make the city one of the centers of global production and consumption. The global capital made attractive for the skilled labor and cosmopolitan elites. Thus, economic, cultural and spatial transformation takes place and social economic initiatives are opened (Harvey, 1989; Jessop, 1997; Geniş, 2011).

The experts working in the field of 'cities and cultural industries /creative industries', have identified cultural and creative activities as supporting local development through various analyzes and sociological data. It has been seen in the studies of these researchers that the common demands of the people working in the fields defined as the culture industry and creative industries are 'cultural events', 'high-tech services', 'good life' and 'individual and free environment' (Çelik Ş.A, 2012).

Also, this is not only does people remain highly concentrated to the economy itself he high-tech, knowledge-based, and creative-content industries that drive so much of economic growth continues to concentrate in specific places. (from Austin and Silicon Valley to New York City and Hollywood, just as the automobile industry once concentrated in Detroit.) (Florida R, pp: 2005).

3. URBAN TRANSFORMATION

Globalization removed the geographical boundaries and put cities into the race for spatial organization for international production, trade and finance. The most important pillar of the neoliberal transformation in the world economy and the space policies that it directs is the creation of capital accumulation through the urban land (Içli G, p:248, 2013).

If the space is considered to be relational and produced, it can be said that each actor's every action is influenced by the produced space and contributes to the reproduction of the space. Every object produced by the actor, each new place he chooses and the relationship he has established may be considered as a new relationship potential or as a reproduction of space (Tekeli I, pp:83, 2010: 83).

All kinds of social relations and cultural values define as a capital. This is a requirement for capitalist economy. The disconnection of space from its context and place becomes an abstract space and allows for infrastructural relations. This allows the space to be transformed continuously in accordance with the changing conditions of the market economy and, if necessary, to be demolished and re-established (Kalaycıoğlu, Duduhacıoğlu and others, pp: 899, 2012).

H. Lefebvre (pp:129, 1991), in his theoretical approach to the relationship between space and capital accumulation, stated that space is a social product that is reflected in

the nature of social relations of capitalism and can be used as a tool of control and hegemony.

3.1. Purpose of Urban Transformation

Purpose of Urban Transformation has five main purposes. (Roberts,2000). These are, economic goals, reducing the economic imbalance, revitalization of business life, participating in the urban economy, improving the financial opportunities of the city administration. Officially, urban transformation process should designed to serve for these five basic problems.

3.1.1. The physical conditions of the city and the social problems are directly related. Social collapse or deterioration is the most important reason for urban areas to become collapsed areas. Urban regeneration projects should investigate the causes of social deformation and provide suggestions to prevent this distortion.

3.1.2. Urban transformation must respond to the physical changes of the elements of the urban fabric. It should meet the new physical, social, economic and environmental, infrastructural needs emerging in the rapidly growing, changing and deteriorating fabric of the city. These areas in the city should be evaluate by developing a plan for conservation and revitalization.

3.1.3. It should be supportive of economic development, improving urban prosperity and quality of life.

3.1.4. Urban areas are, physically and socially become collapse after lose their economic vitality. As a result, these areas socially and physically collapse. Urban regeneration projects should develop strategies for building economic viability in order to increase the quality of urban welfare and life in urban parts that become physical and social collapse areas.

3.1.5. Strategies are developing for effective use of urban areas to avoid unnecessary urban spread.

D. Harvey (pp:145,1985) emphasizes that the production of the urban built environment has developed in accordance with the logic of capital accumulation. According to this,

factories, schools, residential areas, etc., which are the components of the built environment in the city, are temporary. These socially produced fixed spaces are necessary to overcome the space capital begins to be worthless from the moment it is a space investment. In order to solve this problem, capital need to be made both geographically active and new built environments that can produce residual value can be demolished by replacing the old built environment which has a change value within the city.

The main strategies that come into prominence in the planning and development activities of the 'entrepreneur city management', capital, highly skilled and high-income tourists are a new global urban image and identity production tools.

So urban transformation as an urban policy strategy, serves major purposes. These are:

- 1-Respond to the continued changing urban needs and demands in time.
- 2-Raise up the urban physical aspects and dismantling social deprivation phenomenon.
- 3-Achieve economic success raising quality of life.
- 4-Avoid urban sprawl and invest land by the most appropriate way (Roberts, 2000: Katerji S., Ozakça M, 2015).

In this context, considering the urban settlement planning, developing policies are the methods of urban transformations. These are basically defined in five main titles. Redevelopment, rehabilitation / improvement / infill development, rehabilitation, revitalization, urban protection / conservation, urban renovation / refurbishment/ clearance.

3.2. Methods of urban transformation

3.2.1. Redevelopment

Destruction of the housing of the poor income groups, which can not be improved economically and structurally. This is a reorganization of urban residential infrastructure and superstructure in residential areas.

(a) Improvement : Part of the specific city or town is located in the residential area in the spontaneous development intervention. In order to shape urban development for the benefit of the society, it is the development of future-oriented development projection by reorganizing the relationship between the functions of the settlement and land use.

(b) Infill development : The addition of new activities and buildings to the existing tissue in a region.

3.2.2. Rehabilitation / remediation (urban rehabilitation)

These are partial renovations in settlements. These planned as organized but over time, abandoned, decreased in intensity or settled in different areas of business and owned by users. Preserving the existing area, preserving, repairing and restoration, and creating spaces in the current quality of urban equipment.

3.2.3. Revitalization

Socio-cultural, economic or physical collapse made in urban areas. Deterioration of the causes of debris, spatial social and political arrangements with the necessary attention to bring these areas to become the focus of attention and vitality of the work.

3.2.4. Urban Protection / Conservation: Preventing the disappearance of physical structure that reflects social and economic conditions and cultural values in the past due to changes and developments, integration of urban texture with contemporary life, making cultural assets useful, economic and functional to society to make the cultural assets healthy. In the concept of protection, there are two types of approaches, which called protection by their original nature or by limited changes.

3.2.5. Urban Renewal: In areas where the urban settlement order and the health and living conditions of the buildings constructed within this order could not be improved, all or some of the buildings are destroyed. The urban plan of the area redrawn and new structures constructed in a planned way.

(a) Rrefurbishment: With the use of landscape elements and urban furniture, the revitalization of historical areas. These urban furniture and physical environment play an important role in urban space perception and space image.

(b) Clearance: Places where housing and other structures in the regions where lower income groups are living, demolished in order to provide hygiene conditions. Afterwards, new buildings are constructed and superstructures are constructed.

Cities are structuring in accordance with the global economic process in the infrastructure required for capital mobility, control and management. The state has encouraged the production of urban built environment with the laws and regulations it

made (Balaban 2008). In this process, public, urban or urban benefit activities have replaced the policies to create economic returns and profitability.

Urban transformations were the increase of residences and shopping centers in the city walls. Generally, the low rent of urban areas with low value of exchange has been increase with new developments and the difference in rent has been present for the capital to produce itself in the city. The privatization of services and subcontracting in public affairs and the narrowing of the scope of the social security system are the policies that should be interpret in this context.

Instead of a holistic understanding of urban planning, where social contradictions are reconciled and softened; finance, consumption and entertainment centers and capital make capital productive, making cities attractive for international capital. This is the capital-grabbing race in the world market. City managers have been designer and project for this race. In other words, the city administration is transformed to urban management, marketing.

4. CONCLUSION:

Cultural policies have gained importance with the abandonment of industry-oriented planning for urban development in the last thirty years, and action plans focused on cultural policies have been implemented. After deindustrialization, with the city economies, the social and spatial structure of the city also occurred. One in terms of revitalizing the economy through the improved urban image, with a focus on the urban space, the other one is the cultural economies of these developments that emerged in two different axes in terms of evaluating the reflections of the macro economies in the city.

The first studies to revive the urban collapse areas came to the fore in the 1980s with transformation projects that evolved through sectors such as real estate and tourism. The urban transformation projects of the 1990s have seen to develop / shape through the concepts of globalization, competitiveness / competitiveness, image, creativity and the processing of cultural values of the city. Cultural economy has an important place in

the competitive power of the city and cities shape their policies with the help of cultural economies.²

This is a combination of new economies, services and production sectors. They concentrate on competition and creativity in the fields of culture and art. Thus, they offer new opportunities to the cities where they were born and lived.

The notion of competitiveness, image and creativity has changed the dynamics of urban development. Cultural industries, one of the key elements of the rapidly growing culture economy, was an important asset for urban economies. These industries are mainly concerned with the production, distribution and consumption of symbolic products that take the economic value of culture from cultural values.

Increasing the competitiveness of cities in the process of globalization is possible with the development of competitive advantages within other cities. For this, it is necessary to accelerate the flow of capital in the city and to make the investments of international capital to the city. One of the most well-known tools is the real estate market. With the real estate, significant contributions made directly and indirectly in local place on various fields such as employment, image and identity and physical infrastructure. In addition, strengthening the market for real estate allows interest in the urban area and investment. Thus, reshaping of urban space also facilitated. (Güzey, 2012: 65-66).

In addition, spatial agglomeration and globalization has considered as complementary processes in the studies on spatial and geographical organization of cultural production. (Gibson and Kong, 2005; Power and Scott, 2004). Globalization has now paved the way for scattering in lower cost areas for pre-cumulative activities. (Scott, 2004; Power and Scott, 2004).

It is apparent that place and community are more critical factors than ever before. And it appears that place, rather than being an abstract “space” as Kelly suggests, is essential to economic life. The economy itself increasingly takes form around real concentrations of people in real places (Kelly K., 1998, pp.94-95)

² Töre E., (2014; pp: 161) Urban transformation projects are predominantly based on real estate and tourism sectors. In this process, culture has been transforming the city into a spatial transformation and beautifying the urban image. flagship projects (eg Guggenheim Museum in Bilbao), events (eg 1992 Barcelona Olympics, 1990 Glasgow European Capital of Culture) and cultural quarters (eg Nottingham Lace Market and Dublin Temple Bar) by means of urban transformation.

As seen that, with the approach of urban management /marketing, all the purposes of urban transformation will be formal phenomenal issues. Because of the income gap of urban habitants with urban transformation projects, urban transformation works for urban managers to get much income to invest infrastructure projects of the city to raise up the cities comfort for to get interest of hard working good income educated, intelligent culture industries.

This means, urban infrastructure prepare itself for hard working, productive people who work in intelligent and culture industries. Because they produce high taxes for the government. Also, reproduction of space would expect to be by the inhabitants of these people.

As İ.Tekeli (2010: pp.83) mentioned, If the space is considered to be relational and produced, it contributes to the reproduction of the space where each actor is influenced by the produced space. Every object produced by the actor, his / her chosen place and the relationship he / she establishes is a new relationship production and reproduction of space.

Socially, and sustainable urban life and integration looks far away with the mentality of urban management.

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