

DC Semester Program

Spring 2019

Washington and the Arts: Marketing the Global and the Local

Taught by Professor Anne K. Rasmussen

This semester investigates the creation, promotion and dissemination of culture in the nation's capital, Washington, DC. Through research, fieldwork, and internships in the city's major arts policy, and programming institutions, and in its powerful media outlets, and communications/marketing agencies, we investigate the role that creativity and the arts play in our nation's political theatre on the international, national, and local levels. During our Friday "Seminar in the City" when we meet with the leaders who navigate formal and informal arts policies to bring diverse productions to life, we explore the balance among Western European Fine Art, American Multiculturalism, and global and local collaborations and synthesis. Our evening course "Music and Culture in the Capitol" looks at creativity and community through a series of case studies. Semester participants consider such questions as: How does creativity participate in constructing a sense of community and national belonging? In what ways do national policies foment and impede creativity and collaboration? To what extent do politics and economics shape the production and consumption of art and culture? And, how do modes of production, advertising, marketing, and circulation generate new relationships, and new conceptions of "home," "community," and "the world."

Washington Program Internship

- *6 credit hours: INTR 499*

Students will pursue internships at a wide variety of institutions that deal with the arts, education, journalism and media, as well as marketing and advertising. Examples include: Smithsonian Institution museums, productions and research centers (**Museum of African American History & Culture, Smithsonian Folkways Recordings**), DC theater and concert halls (**Woolly Mammoth Theater, Kennedy Center**), media organizations (**PBS, NPR, C-SPAN, NBC**), and publications ("**Washingtonian**," "**Diplomatic Courier**"), marketing communications firms (**APCO, Fleishman-Hillard**), and advertising agencies (**Ketchum, Brodeur Partners**), corporate marketing departments (**Discovery Communications, National Geographic**).

Music and Culture in the Capitol

- *3 credit hours: MUSC 363 (Possible cross-listings with BUS, MDLL, AMST, INTR, ART 340)*

Music is one of the key ingredients of individual, community, regional, and national identity, for and musicians and audiences alike. What is the musical identity of Washington DC? Is it the Kennedy Center or Duke Ellington? Is it Go Go or Hardcore? Is it a Bluegrass jam or Ethiopian music on U Street? In this course, we explore the incredibly diverse soundscape of the nation's capitol while learning about its cultural geography with the help of musicians and scholars from the myriad musical subcultures of the city.

Seminar in the City: Making and Marketing Culture

- *4 credit hours: COLL 300 (Possible cross-listings with BUS, MDLL, AMST, INTR, HISP 389, ART 340)*

Every Friday, our group will visit practitioners behind the scenes in some of the core institutions that create the narrative of our nation, from museums and theaters to advertising agencies and libraries, and from radio and television studios to foundations and archives. Through conversations with Washington's arts, information, advertising, marketing, and media professionals, we will have the opportunity to hear about the challenges these practitioners face in supporting creativity and in the dissemination of ideas and information in the 21st century.