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Research Paper

# The effects of the cultural crisis in the Romanian cultural space

Culture

**KEYWORDS :** cultural space, cultural crisis, cultural institutions

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## ABSTRACT

*The study has been realized on a sample of 99 managers of culture, from cultural institutions: educational institutions, theatres, museums, cultural clubs or centres, cultural associations, libraries, cinemas, philharmonics, the representativeness being shown in the table below. The sample was chosen in a manner in order to provide information from different activities and a variety regarding the representation of the cultural institutions. This study was made after the research of the works from sociology and philosophy, with a special concern for the functions, the role of the cultural institutions, but also for the actual crisis from culture, regarding both the cultural values, the norms, the traditions and the economic perspective, together with the decisional factors.*

**The objectives that represented the base of the research were:**
The realization of a sociologic poll with regard to the effects of the cultural crisis inside the Romanian cultural institutions, applied among the managers;

The identification of the optimal working pattern for the cultural institutions and of certain solutions for the development of the cultural field;

The identification of the optimal behavioural and acting pattern inside the cultural institutions, the efficient actions taken by the managers of culture in relation with the society and the cultural globalization;

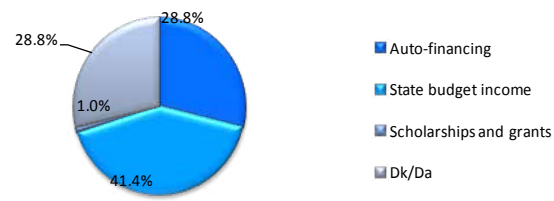
**In my research I started from the next hypotheses:**
1. The general cultural crisis in relation with the efficient functioning of the cultural institutions is due, mainly, to the insufficiency of the human and material resources from this institution.
2. The public bodies involved in the development strategies for the cultural field find solutions and adopts efficient strategies in this respect.
3. The effects of globalization can also be seen in the cultural institutions.

As concerning the field of activity of each organization, we may say that we took into account its variety: book suppliers, the arts of show and activities that imply the management of the show halls, museums, visual arts, architecture, cinemas, digital culture, video, community development, cultural centres, music, advertising. We were also concerned by the interdisciplinary activity field, for example, education and culture.

**Table 1**
**The field of the organization**

| Variants | Percentages |
|---|---|
| Book | 14.8 |
| The arts of show and activities that imply the management of the show halls | 20.7 |
| Museums | 10.4 |
| Interdisciplinary | 25.2 |
| Visual arts | 4.4 |
| Architecture | 2.2 |
| Cinematography, digital culture, video | 4.4 |
| Community development, cultural centre | 14.8 |
| Music | 2.2 |
| Advertising | 0.7 |
| TOTAL | 100% |

**Figure 1**
**The income sources for the cultural organizations**




From the point of view of the evolution perspectives in the last 5 years, regarding the financial income of the organizations, the interviewed culture managers expressed different opinions. Almost half of the number of the questioned people were optimistic, 46 of them, representing 46.5% who considered that this financial income will grow. An approximately equal number, 47 managers, said that the financial income will diminish or will remain the same in their institutions. Yet, it is alarming that 37 managers, representing 37.4% of the questioned people see a standstill of the financial income. There were also 6 managers who did not express their views about the financial income of the institutions that they belong, for the next 5 years. This financial income is conditioned by many social, political and economic factors that can positively or negatively influence their growth.

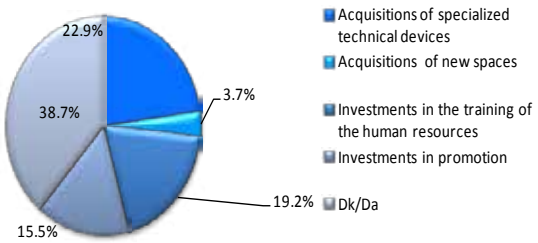
**Table 2. Evolution perspectives, in the next 5 years, of the financial income of the organization**

| Variants | Frequencies | Percentages |
|---|---|---|
| Will grow | 46 | 46.5 |
| Will diminish | 10 | 10.1 |
| Will stagnate | 37 | 37.4 |
| Dk/Da | 6 | 6.1 |
| TOTAL | 99 | 100% |

The maximising of the cultural services quality offered to the public/consumers is determined by investments regarding acquisitions of technical devices, for 22.9% of the managers, investments in the professional training of the human resources, for 19.2%, investments in the promotion of the staff, 15.5% in the acquisition of new spaces, for 3.75 of the cultural managers. There were many people, determining a percentage of 38.7%, who expressed their opinion regarding the investments that could determine the maximising of the cultural services quality offered to the public that could be done in the institution. This fact was determined either by the lack of the financial funds, or the inexistence of a projection regarding the investments that can be made.

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**Figure 2**
**Investments for maximising the quality of services offered to the public/consumers made in the institution**




The opinion of the cultural mangers regarding the economic crisis and its effects on the human resources from the organization is that this crisis affected, mainly, the organization from the point of view of the hired staff, 70.7% of the managers. It is also affected by the economic crisis the number of the collaborators for 18.2% of the mangers, but also their quality, for 2.0% of them. Nine cultural mangers, representing 9.1% did not answer, because their cultural institution is not affected by the economic crisis, or they did not analyzed these aspects.

**Figure 3**
**The economic crisis affected the human resources of the organization from the next points of view**

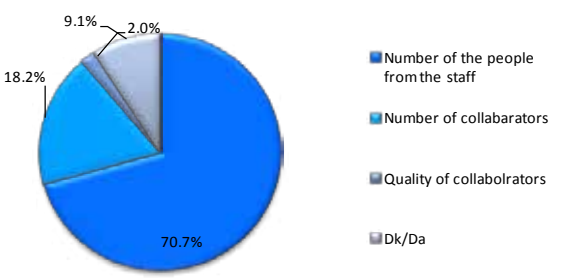



**Table 3**
**Aspects related to the cultural consumption and the participation to cultural activities organized by the institution in the next 5 years**

| Variants | Percentages |
|---|---|
| The number of the distribution networks | 9.4 |
| The quality of the distribution networks | 15.2 |
| The local distribution network | 11.8 |
| The national distribution network | 6.1 |
| The international distribution network | 1.7 |
| The number of the distributed products | 8.8 |
| Dk/Da | 47.1 |
| TOTAL | 100% |

As regarding the aspects related to the cultural consumption and the participation to cultural activities organized by the institution in the next 5 years, the respondents consider that it will develop: the quality of the distribution networks, 15.2%, the local distribution network, 11.8%, the number of the distributed networks, 9.4%, the number of the distributed products, 8.8%, the national distribution network, 6.1%, the international distribution network, 1.7%. Yet, there were 47.1% of the respondents who could not make a prognosis in this respect.

It is almost entirely confirmed the hypothesis regarding the managers of the cultural institutions. They are preoccupied by the increasing in the number of partnerships, the diversification of activities, the development of the cultural consumption. These aspects lead to the annihilation of the financial lacks that the cultural institutions face. Nonetheless, it is required a report about the specific of the cultural activities

**Table 4**
**The main causes of the modifications that appeared in the activity of the organizations**

| Variants | Percentages |
|---|---|
| Sources of financing | 26.9 |
| The evolution of the human resources | 12.1 |
| The number of partnerships | 10.4 |
| Aspects related to the cultural consumption | 10.1 |
| Aspects related to the participation to the cultural activities | 5.7 |
| Aspects related to the involvement of the decision factors | 3.4 |
| Dk/Da | 31.3 |
| TOTAL | 100% |

The main causes of the modifications that appeared in the activity of the organizations are, in the opinion of the respondents: the sources of financing, 26.9%, the evolution of the human resources, 12.15, the number of the partnerships, 10.4%, aspects related to the cultural consumption, 10.1%, aspects related to the participation to cultural activities, 5.7%, aspects related to the involvement of the decision factors, 3.4%. There were 31.3% of the respondents who did not mention their opinion in this respect.

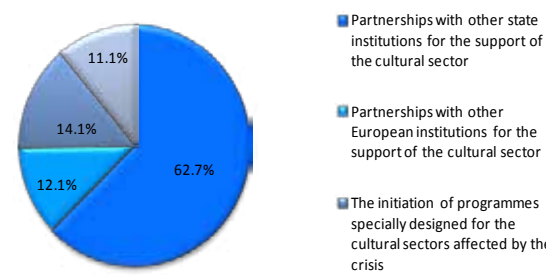
**Table 5**
**The main directions proposed for the next 5 years for being developed**

| Variants | Percentages |
|---|---|
| The development of new strategies for the promotion of the cultural products | 26.3 |
| The balancing of the relation quality-price | 3.4 |
| The initiation of new partnerships | 22.6 |
| The development of a new distribution network | 7.1 |
| Other alternative sources of financing | 9.4 |
| Dk/Da | 31.3 |
| TOTAL | 100% |

As regarding the directions proposed for the next 5 years for being developed, the cultural mangers proposed to develop new strategies for promoting the cultural products, 26.7%, to initiate new partnerships, 22.6%, to find other alternative sources of financing, 9.4%, to develop new distribution networks, 7.1%, to balance the relation quality-price, 3.4%.

The main solutions offered by the Ministry of Culture for the development of the cultural sector are: partnerships with other state institutions for the support of the cultural sector, 62.6%, the initiation of programmes specially designed for the cultural sectors affected by the crisis, 14.1%, partnerships with other European institutions for the support of the cultural sector, 12.1%.

**Figure 4**
**The main solutions offered by the Ministry of Culture and Cultural Patrimony for the development of the cultural sector**

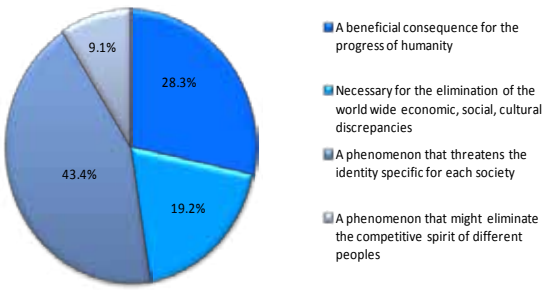



It is also confirmed the hypothesis according to which the public bodies involved in the development strategies for the field of culture find solutions and adopt efficient strategies for the development of culture and for the development of the cultural activity.

In the opinion of the respondents, the globalization is, generally, a phenomenon that threatens the identity specific for each soci-

ety, 43.4%, a consequence for the progress of humanity, 28.3%. The globalization is necessary for the elimination of the world wide economic, social, cultural discrepancies, 19.2%, it is a phenomenon that might eliminate the competitive spirit of different peoples, 9.1%.

**Figure 5**
**Generally, globalization is**




As referring to the most noxious effects of the cultural globalization, the culture managers mention the loss of the feeling of belonging to a certain culture, 43.4% and the loss of a great number of customs that have been preserved for centuries, 40.4%. Other noxious effects might be loss of meaning of the world in which we live, due to the homogeneity of the cultural elements, 11.1% and the disappearance of some dialects, 1.0%.

**Table 6**
**The most noxious effect of cultural globalization**

| Variants | Frequencies | Percentages |
|---|---|---|
| The loss of a great number of customs that have been preserved for centuries | 40 | 40.4 |
| The disappearance of some dialects | 1 | 1.0 |
| The loss of the feeling of belonging to a certain culture | 43 | 43.4 |
| The loss of meaning of the world in which we live, due to the homogeneity of the cultural elements | 11 | 11.1 |
| Dk/Da | 4 | 4.0 |
| TOTAL | 99 | 100% |

The main advantage of globalization is considered by more than a half of the interviewed culture managers, 58.6%, the wide circulation of information. Other advantages of the globalization are: the elimination of the divergences between peoples and the decreasing of the risk of war break out, 18.2%, the annihilation of the distances between cultures, 13.1% and the possibility for easier travelling, 7.1%.

**Table 7**
**The main advantage of globalization**

| Variants | Frequencies | Percentages |
|---|---|---|
| The elimination of the divergences between peoples and the decreasing of the risk of war break out | 18 | 18.2 |
| The wide circulation of information | 58 | 58.6 |
| The possibility for easier travelling | 7 | 7.1 |
| The annihilation of the distances between cultures | 13 | 13.1 |
| Dk/Da | 3 | 3.0 |
| TOTAL | 99 | 100% |

It is also confirmed the hypothesis according to which, the effects of the globalization are aslo seen in the cultural institutions from Romania.

**Conclusions:**
A major characteristic of our age are the processes of globalization of the world economy and the necessity solving of the vital problems of the humanity.

The homologation of the cultural values in accordance to the standardized consumption norms could not have been produced without a secure market for the cultural products. And after all, this market have never had such a proper ground for its affirmation, as it is the consumption society, when the manipulation of the artistic taste of the public serves to the obtaining of the profit.

It can be said that the cultural agents have many defining features such are: they are profoundly interested, after their actions and decisions, in a preponderantly spiritual, aesthetic and artistic finality; they are dependent on the quality and structure of their resources; they are specialized in the realization, promotion and spreading of their own cultural services.

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