

THE IDEA OF CULTURE OBSERVATORIES – OVERVIEW

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This article is an attempt to organize knowledge on cultural observatories. In the studies dedicated to the theme of management of culture this subject is relatively new and less analyzed. The text is based on the classification adopted by J. M. Schuster in 1999, the results of the work of the *ENCATC Working Group: Cultural Observatories and Cultural Information and Knowledge* and the author's own research. The article presents and compares various models (especially based on networks and institutional forms), scope and objectives of the observatories. However, it also raises questions about the essence of the observatories and the governance of accumulated knowledge.

KEYWORDS: culture observatories, management, culture research.

Today, countries are attempting to form their research potential in association with the functioning of culture anew. International organizations which bring together governments, such as UNESCO, the Council of Europe or the European Union, are expanding their research activities and creating a demand for comparative research and the exchange of information, and thus laying the foundations for future international cooperation. In the 1990s, building such cooperation resulted in a greater focus on creating consistent research methodologies and in pressurizing governments to base their cultural policy on reliable premises arising from scientific research. It is thanks to this research that we now know more about the cultural market. Cultural organizations and institutions in-

creasingly conduct a dialogue with their audience and make an effort to meet their needs. On a macro scale, the research aims to build knowledge, create development strategies and paint the vision of cultural policy. On a micro scale, the research directly serves the institutions and is helpful for cultural actions.

ASSUMPTIONS:

The article was based on several assumptions:

- a noticeable increase in the amount of an applied research – to support management in culture
- dispersed research information

Toliau aptariamos tyrimų apribojimus nustatančios taisyklės. Gausi tyrimo medžiaga buvo šiek tiek apribota remiantis klasifikacijos principais, kuriuos 1999 m. priėmė J. M. Schusteris ENCATC darbo grupės dėl „Kultūros observatorijų ir kultūros informacijos ir žinių ir autoriaus savarankiškų tyrimų“ rezultatų pagrindu. Nurodyti šie pagrindiniai straipsnio uždaviniai: pabandyti susisteminti žinias apie kultūros observatorijas, tikslus ir veiklos mastą, panagrinėti observatorijas tyrimų veiklos kontekste. Pirmoje dėstymo dalyje pateikiama egzistuojančių observatorijų apžvalga, remiantis tinklalapiuose pateikiama medžiaga aprašomos įvairios organizacijos ir veiklos formos. Antroje dalyje analizuojami observatorijų skiriamieji bruožai pagal jų tikslus, mastą, veiklos formas. Šiek tiek nagrinėjama informacijos sklaida. Išvadose aptariami observatorijų aptartyje išskylantys sunkumai, iš kurių pagrindinis nurodomas kaip veiklos klasifikacija. Iškeltas klausimas ir apie surinktos medžiagos tvarkymą siekiant atsakingo atrinkimo ir klasifikavimo pagal jos naudą konkrečioms tikslams.