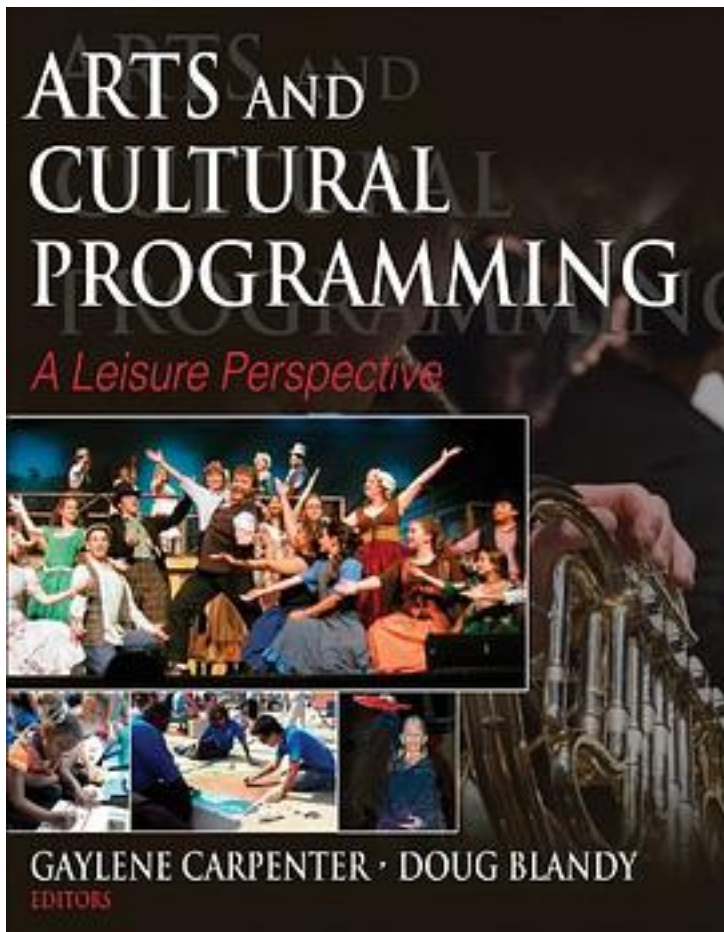


Arts and Cultural Programming



[Arts and Cultural Programming_ 下载链接1](#)

著者:Carpenter, Gaylene (EDT)/ Blandy, Doug (EDT)

出版者:

出版时间:2008-3

装帧:

isbn:9780736065641

This book is aimed at professionals and lecturers preparing future students working in recreation, hospitality, tourism, arts and culture, management and public relations. It is also suitable for those planning programmes in community arts centres, art

museums, history museums, recreation programmes, folk festivals and historic homes and similar venues. The reader will find the book divided into three sections. For example, the first section of the book is designed to provide an overview of arts and cultural programmes, programme theory and the various tasks and functions necessary to be performed in order for programmes to occur. One of the purposes of this book is to provide readers with both foundational theory and the application of that theory to contemporary practices in arts and cultural programming. The contributors to the second part of this book will provide a variety of theoretical perspectives related to management of programmes, audience development, assessment, documentation, budgeting and marketing. The last section covers the Arts and Cultural Programs in Context, where experts have been called upon in various arts and cultural programme settings to share successful programmes with the readers.

作者介绍:

目录:

[Arts and Cultural Programming_ 下载链接1](#)

标签

评论

[Arts and Cultural Programming_ 下载链接1](#)

书评

[Arts and Cultural Programming_ 下载链接1](#)