

# UNIVERSITY OF FORT HARE

ARTS POLICY MANAGEMENT

APM 311

MAY/JUNE SUPPLEMENTARY EXAM 2025

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**Time:** 3 Hours

**Module:** APM 311

**Marks:** 100

Internal Moderator

Mr T Mama

Dr S Potelwa

Miss S Makhubalo

External Moderator

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## INSTRUCTIONS

1. Please read the questions carefully.
2. Pay attention to mark allocation.
3. All questions must be answered.
4. Good luck.

### Question 1

(Instruments for Policy Makers)

One of the key tool or instruments for policy maker in this field of arts and culture is cultural diplomacy.

Write a short essay in which you define and explain in detail the purposes of cultural diplomacy. Make sure you have covered the questions below in your short essay response.

- a) What is cultural diplomacy?
- b) What is the main purpose of cultural diplomacy?
- c) How does cultural diplomacy help in the function of the state/ government?
- d) What are the principles of cultural diplomacy? Expand on these principles in regards to the work of a cultural manager or advocate.

(25)

### Question 2

(Being an ethical arts manager).

Write a short essay outlining ethical questions in art processes which reflect on four basic values; responsibility, honesty, respect and fairness. These values form the basis of making decisions and guiding actions, scrutinising each value using two standards; aspirational and mandatory values in arts management.

Give examples of how or when such issues of ethics could arise and how would you resolve them.

(25)

### Question 3

1. Define Public Art. (3)
2. List at list three types of public art and give local examples. (6)
3. Discuss the history and origins of public art. (4)
4. What are the ideal sites and location for public art? (2)
5. Discuss contemporary public art that you know of, and why do you think this work is important? (5)
6. Why are art museums arguably the greatest modern public art? (5)

(25)

Question 4

1. What are these organisations responsible for?
  - a) UNESCO (3)
  - b) VANSAs (3)
  - c) ECPACC (3)
  - d) NAC (3)
  - e) Art Bank of South Africa (3)

(15)

Question 5

Write the listed abbreviations in full.

1. VANSAs
2. ICOM
3. IKS
4. NAC
5. SAMA
6. ICH
7. UNESCO
8. NMPF
9. SAHRA
10. NLDTF

(10)