DEPARTMENT OF SOCIAL AND ECONOMIC GEOGRAPHY
UPPSALA UNIVERSITY

Labour Geography in The Creative Economy (Reading Course)

Spring 2014

Brian J. Hracs

Credits: 7.5 points (half time)

Level: PhD

Course Description: Course Objectives and Learning Outcomes

This course is designed to provide an introduction to the literature on labour geography within the context of the creative economy. There will be a focus in this course on the ways in which labour practices and policies are being redefined in the context of creative industries such as fashion, music and design.

The small size of this course will allow for in-depth discussions of the readings, which will be organized by theme (such as precarious employment and aesthetic labour). The purpose of the integrative papers is to provide a concise summary of the articles that have been examined, and to build knowledge that will be used in the final paper.

The proposed themes of study are as follows:
1. A broad introduction to the literature on labour in geography (i.e. precarious employment)
2. A study of labour in creative industries (i.e. project based work in the cultural and creative economy)
3. Aesthetic and emotional labour (i.e. personal branding, retail and gender)
4. Emerging issues in labour geography (i.e. new forms of organization and network formation)

Examination: The examination for this course will be in two parts. For each reading section, the assignment is to write an integrative paper of approximately two to three pages that provide a summary and analysis of approximately 20 articles. The final assignment will be to write a ten-page discussion paper related to the readings. Dr. Dominic Power will also review all submitted works.

Deadlines:
One integrative paper will be due per section, on the following dates:
- Section 1: February 7th
- Section 2: February 28th
- Section 3: March 28th
- Section 4: April 18
- Final Paper: April 20th

Planned Meetings: There will a meeting between the student and course organizer after the submission of each integrative paper to review the material in each of the four subsections.

Literature:

Section 1: Introduction to Labour Geography

Allen, J., & Henry, N. (1997). Ulrich Beck's Risk Society at Work: Labour and Employment in the Contract Service Industries. *Transactions of the Institute of British Geographers*, *22*(2), 180–196.

Atkinson, W. (2010). The myth of the reflexive worker: class and work histories in neo-liberal times. *Work, Employment & Society*, *24*(3), 413–429. doi:10.1177/0950017010371659

Beck, U. (1992). *Risk Society: Towards a New Modernity*. SAGE. (Selected Chapters)

Beck, U., Giddens, A., & Lash, S. (1994). *Reflexive Modernization: Politics, Tradition and Aesthetics in the Modern Social Order*. Stanford University Press. (Selected Chapters)

Brown, W. (2003). Neo-liberalism and the End of Liberal Democracy. *Theory & Event*, *7*(1). doi:10.1353/tae.2003.0020

Butz, D., & Leslie, D. (2001). Risky subjects: changing geographies of employment in the automobile industry. *Area*, *33*(2), 212–219. doi:10.1111/1475-4762.00024

Coe, N. M. (2012). Geographies of production III: Making space for labour. *Progess in Human Geography*, *37*(2), 271–284. doi:10.1177/0309132512441318

Coe, N. M., & Jordhus-Lier, D. C. (2011). Constrained agency? Re-evaluating the geographies of labour. *Progress in Human Geography*, *35*(2), 211–233. doi:10.1177/0309132510366746

Crewe, L. (2000). Geographies of retailing and consumption. *Progress in Human Geography*, *24*(2), 275–290.

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Ekinsmyth, C. (1999). Professional Workers in a Risk Society. *Transactions of the Institute of British Geographers*, *24*(3), 353–366. doi:10.1111/j.0020-2754.1999.00353.x

Goss, J. (2006). Geographies of consumption: the work of consumption. *Progress in Human Geography*, *30*(2), 237–249. doi:10.1191/0309132506ph604pr

Herod, A. (1997). From a Geography of Labor to a Labor Geography: Labor's Spatial Fix and the Geography of Capitalism. *Antipode*, *29*(1), 1–31. doi:10.1111/1467-8330.00033

Herod, A. (2000). Workers and workplaces in a neoliberal global economy. *Environment and Planning A*, *32*(10), 1781–1790.

Herod, A. (2003). Workers, Space, and Labor Geography. *International Labor and Working-Class History*, *64*, 112–138. doi:10.1017/S014754790300022X

Herod, A., Rainnie, A., & McGrath-Champ, S. (2007). Working space: why incorporating the geographical is central to theorizing work and employment practices. *Work, Employment & Society*, *21*(2), 247–264. doi:10.1177/0950017007076633

Honneth, A. (2004). Organized Self-Realization Some Paradoxes of Individualization. *European Journal of Social Theory*, *7*(4), 463–478. doi:10.1177/1368431004046703

James, A., & Vira, B. (2012). Labour geographies of India's new service economy. *Journal of Economic Geography*, *12*(4), 841–875. doi:10.1093/jeg/lbs008

Lemke, T. (2001). "The birth of bio-politics": Michel Foucault's lecture at the Collège de France on neo-liberal governmentality. *Economy and Society*, *30*(2), 190–207. doi:10.1080/03085140120042271

Leslie, D. (2002). Gender, Retail Employment and the Clothing Commodity Chain. *Gender, Place & Culture*, *9*(1), 61–76. doi:10.1080/09663690120115047

Lier, D. C. (2007). Places of Work, Scales of Organising: A Review of Labour Geography. *Geography Compass*, *1*(4), 814–833. doi:10.1111/j.1749-8198.2007.00047.x

McDowell, L. (2011). *Capital Culture: Gender at Work in the City*. John Wiley & Sons. (Selected Chapters)

Mcdowell, L., Batnitzky, A., & Dyer, S. (2009). Precarious Work and Economic Migration: Emerging Immigrant Divisions of Labour in Greater London's Service Sector. *International Journal of Urban and Regional Research*, *33*(1), 3–25. doi:10.1111/j.1468-2427.2009.00831.x

McDowell, L., & Christopherson, S. (2009). Transforming work: new forms of employment and their regulation. *Cambridge Journal of Regions, Economy and Society*, *2*(3), 335–342. doi:10.1093/cjres/rsp024

Ocejo, R. E. (2010). What'll it be? Cocktail bartenders and the redefinition of service in the creative economy. *City, Culture and Society*, *1*(4), 179–184. doi:10.1016/j.ccs.2011.01.004

Ocejo, R. E. (2012). At your service: The meanings and practices of contemporary bartenders. *European Journal of Cultural Studies*, *15*(5), 642–658. doi:10.1177/1367549412445761

Peck, J., & Tickell, A. (2002). Neoliberalizing Space. *Antipode*, *34*(3), 380–404. doi:10.1111/1467-8330.00247

Peuter, G. de. (2011). Creative Economy and Labor Precarity A Contested Convergence. *Journal of Communication Inquiry*, *35*(4), 417–425. doi:10.1177/0196859911416362

Reimer, S. (1998). Working in a Risk Society. *Transactions of the Institute of British Geographers*, *23*(1), 116–127. doi:10.1111/j.0020-2754.1998.t01-1-00116.x

Reimer, S. (2009). Geographies of production III: knowledge, cultural economies and work (revisited). *Progress in Human Geography*, *33*(5), 677–684. doi:10.1177/0309132509104807

Ross, A. (2004). *No-collar: The Humane Workplace and Its Hidden Costs*. Temple University Press. (Selected Chapters)

Ross, A. (2008). The New Geography of Work Power to the Precarious? *Theory, Culture & Society*, *25*(7-8), 31–49. doi:10.1177/0263276408097795

Rutherford, T. (2010). De/Re-Centring Work and Class?: A Review and Critique of Labour Geography. *Geography Compass*, *4*(7), 768–777. doi:10.1111/j.1749-8198.2010.00328.x

Strauss, K. (2012). Coerced, Forced and Unfree Labour: Geographies of Exploitation in Contemporary Labour Markets. *Geography Compass*, *6*(3), 137–148. doi:10.1111/j.1749-8198.2011.00474.x

Beck, U. (2000) The Brave New World of Work. Wiley. (Selected Chapters)

Tufts, S., & Savage, L. (2009). Labouring geography: Negotiating scales, strategies and future directions. *Geoforum*, *40*(6), 945–948. doi:10.1016/j.geoforum.2009.10.006

Vosko, L. F. (2000). *Temporary Work: The Gendered Rise of a Precarious Employment Relationship.* University of Toronto Press. (Selected Chapters)

Vosko, L. F. (2009). *Managing the Margins: Gender, Citizenship, and the International Regulation of Precarious Employment.* Oxford University Press.

Section 2: Labour in the Creative Industries

Arvidsson, A., Malossi, G., & Naro, S. (2010). Passionate Work? Labour Conditions in the Milan Fashion Industry. *Journal for Cultural Research*, *14*(3), 295–309. doi:10.1080/14797581003791503

Bain, A., & McLean, H. (2013). The artistic precariat. *Cambridge Journal of Regions, Economy and Society*, *6*(1), 93–111. doi:10.1093/cjres/rss020

Banks, J., & Deuze, M. (2009). Co-creative labour. *International Journal of Cultural Studies*, *12*(5), 419–431. doi:10.1177/1367877909337862

Banks, M. (2006). Moral Economy and Cultural Work. *Sociology*, *40*(3), 455–472. doi:10.1177/0038038506063669

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Banks, M. (2009). Fit and working again? The instrumental leisure of the "creative class." *Environment and Planning A*, *41*(3), 668–681.

Banks, M. (2010). Autonomy Guaranteed? Cultural Work and the "Art–Commerce Relation." *Journal for Cultural Research*, *14*(3), 251–269. doi:10.1080/14797581003791487

Banks, M., & Milestone, K. (2011). Individualization, Gender and Cultural Work. *Gender, Work & Organization*, *18*(1), 73–89. doi:10.1111/j.1468-0432.2010.00535.x

Blair, H., Culkin, N., & Randle, K. (2003). From London to Los Angeles: a comparison of local labour market processes in the US and UK film industries. *The International Journal of Human Resource Management*, *14*(4), 619–633. doi:10.1080/0958519032000057619

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Frenette, A. (2013). Making the Intern Economy: Role and Career Challenges of the Music Industry Intern. *Work and Occupations*, *40*(4), 364–397. doi:10.1177/0730888413504098

Gill, R. (2002). Cool, Creative and Egalitarian? Exploring Gender in Project-Based New Media Work in Euro. *Information, Communication & Society*, *5*(1), 70–89. doi:10.1080/13691180110117668

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Hesmondhalgh, D. (2010). Normativity and Social Justice in the Analysis of Creative Labour. *Journal for Cultural Research*, *14*(3), 231–249. doi:10.1080/14797581003791461

Hesmondhalgh, D., & Baker, S. (2010). "A very complicated version of freedom": Conditions and experiences of creative labour in three cultural industries. *Poetics*, *38*(1), 4–20. doi:10.1016/j.poetic.2009.10.001

Hesmondhalgh, D., & Baker, S. (2013). *Creative Labour: Media Work in Three Cultural Industries.* Routledge. (Selected Chapters)

Hughes, C. (2012). Gender, craft labour and the creative sector. *International Journal of Cultural Policy*, *18*(4), 439–454. doi:10.1080/10286632.2011.592187

Jarvis, H., & Pratt, A. C. (2006). Bringing it all back home: The extensification and "overflowing" of work: The case of San Francisco's new media households. *Geoforum*, *37*(3), 331–339. doi:10.1016/j.geoforum.2005.06.002

Kaye, J., & Davis, C. H. (2011). If it ain't on the page, it ain't on the stage: screenwriting, national specificity and the English-Canadian feature film. *Journal of Screenwriting*, *2*(1), 61–83. doi:10.1386/josc.2.1.61_1

Kennedy, H. (2010). Net work: the professionalization of web design. *Media, Culture & Society*, *32*(2), 187–203. doi:10.1177/0163443709355606

Kloosterman, R. C. (2010). Building a Career: Labour Practices and Cluster Reproduction in

    Dutch Architectural Design. *Regional Studies*, *44*(7), 859–871.

    doi:10.1080/00343400903236873

McGregor, A., & Gibson, C. (2009). Musical work in a university town: The shifting spaces and

    practices of DJs in Dunedin. *Asia Pacific Viewpoint*, *50*(3), 277–288. doi:10.1111/j.1467-

    8373.2009.01401.x

McGuigan, J. (2010). Creative labour, cultural work and individualisation. *International Journal of*

    Cultural Policy, *16*(3), 323–335. doi:10.1080/10286630903029658

McKinlay, A., & Smith, C. (2009). *Creative labour: working in the creative industries*. Palgrave

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McRobbie, A. (2002b). Fashion Culture: Creative Work, Female Individualization. *Feminist Review*,

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    Industries. *Creativity and Innovation Management*, *22*(3), 280–294. doi:10.1111/caim.12026

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    a Digital Media Industry. *The ANNALS of the American Academy of Political and Social Science*,

    597(1), 134–152. doi:10.1177/0002716204270505

Neff, G., Wissinger, E., & Zukin, S. (2005). Entrepreneurial Labor among Cultural Producers:

    "Cool" Jobs in "Hot" Industries. *Social Semiotics*, *15*(3), 307–334.

    doi:10.1080/10350330500310111

Teipen, C. (2008). Work and Employment in Creative Industries: The Video Games Industry in Germany, Sweden and Poland. *Economic and Industrial Democracy*, *29*(3), 309–335. doi:10.1177/0143831X08092459

Vinodrai, T. (2006). Reproducing Toronto's Design Ecology: Career Paths, Intermediaries, and Local Labor Markets. *Economic Geography*, *82*(3), 237–263. doi:10.1111/j.1944-8287.2006.tb00310.x

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Watson, A. (2012). Sociological Perspectives on the Economic Geography of Projects: The Case of Project-Based Working in the Creative Industries. *Geography Compass*, *6*(10), 617–631. doi:10.1111/gec3.12002

Watson, A. (2013). Running a studio's a silly business": work and employment in the contemporary recording studio sector. *Area*. Retrieved from http://eprints.staffs.ac.uk/856/

Section 3: Aesthetic Labour in the Creative Economy

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Bryson, J. R. (2007). The "second" Global Shift: The Offshoring or Global Sourcing of Corporate Services and the Rise of Distanciated Emotional Labour. *Geografiska Annaler: Series B, Human Geography*, *89*, 31–43. doi:10.1111/j.1468-0467.2007.00258.x

Cherry, B., & Mellins, M. (2011). Negotiating the Punk in Steampunk: Subculture, Fashion & Performative Identity. *Punk & Post Punk*, *1*(1), 5–25. doi:10.1386/punk.1.1.5_1

Chugh, S., & Hancock, P. (2009). Networks of aestheticization: the architecture, artefacts and embodiment of hairdressing salons. *Work, Employment & Society*, *23*(3), 460–476. doi:10.1177/0950017009337060

Dean, D. (2005). Recruiting a self women performers and aesthetic labour. *Work, Employment & Society*, *19*(4), 761–774. doi:10.1177/0950017005058061

Detterbeck, K., LaMoreaux, N., & Sciangula, M. (2012). *Style and Substance: The Information Seeking Behaviour of Fashion Bloggers* (No. myMETRO Researchers Pilot Project Report) (pp. 1–26). Retrieved from http://openscholar.purchase.edu/sites/default/files/marie_sciangula/files/style_and_substance_-_the_information_seeking_behavior_of_fashion_bloggers.pdf

Dowling, E., Nunes, R., & Trott, B. (2007). Immaterial and Affective Labour: Explored. *Theory and Politics in Organization*, *7*(1), 1–7.

Duffy, M., Waitt, G., Gorman-Murray, A., & Gibson, C. (2011). Bodily rhythms: Corporeal capacities to engage with festival spaces. *Emotion, Space and Society*, *4*(1), 17–24. doi:10.1016/j.emospa.2010.03.004

Entwistle, J., & Wissinger, E. (2006). Keeping up appearances: aesthetic labour in the fashion modelling industries of London and New York. *The Sociological Review*, *54*(4), 774–794. doi:10.1111/j.1467-954X.2006.00671.x

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Jenkins, S., Delbridge, R., & Roberts, A. (2010). Emotional management in a mass customised call centre: examining skill and knowledgeability in interactive service work. *Work, Employment & Society*, *24*(3), 546–564. doi:10.1177/0950017010371665

Kennedy, H. (2009). Going the Extra Mile Emotional and Commercial Imperatives in New Media Work. *Convergence: The International Journal of Research into New Media Technologies*, *15*(2), 177–196. doi:10.1177/1354856508101582

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Section 4: Emerging Issues in Labour Geography

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Hracs, B. J. (2013). Cultural Intermediaries in the Digital Age: The Case of Independent Musicians and Managers in Toronto. *Regional Studies*, *0*(0), 1–15. doi:10.1080/00343404.2012.750425

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Additional readings as required.