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Cultural Management in Spain: Deontology of an Emerging Hybrid Profession

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ABSTRACT

Current cultural managing began in Spain at in the early eighties of the last century. However, it is an emerging profession whose consolidation process has not yet been completed. A distinct feature of the profession is its hybrid character, as there are cultural managers who work as freelancers and others as administration staff, functioning like the supply and demand side of cultural goods and services publicly funded. By means of discussion groups, we analyse the degree of consensus on values and professional norms in both groups. In doing so, we aim to clarify which professional ethics is actually followed in professional practice, and also to establish the degree of consolidation of the profession. We conclude that there are some specific social norms of the group, although job insecurity and differences in both conditions and work methods make it difficult to achieve the integrity of the profession, understood as the adherence of all cultural managers to the same distinctive ethical standards.

KEY WORDS

Arts and culture, authentic norms, cultural managers, professional ethics, social norms

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