

# Impact of Modernization on the Creative and Cultural Industries

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**Abstract:** The article investigates the negative impact of modernization on the creative and cultural industries and identifies four significant impacts. Piracy and copy rights infringement, homogeneity of content, revenue loss, and erosion of traditional forms of art. Data is collected through analysis of various sources and recommendations such as copy right and IP rights policies, cultural education, cultural policies and support, and promotion of local content are also provided. The article concludes that modernization has a significant negative impact on the two industries and measures need to implemented to curb them.

**Keywords:** Modernization; The creative and cultural industries

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## 1. Introduction

Cultural and creative industries have been reaping the perks of modernization as various artistic pieces or cultural values get connected to a wider market, provision of diverse platforms, innovation, data insights, and monetization opportunities but the main issue that is to be addressed are the negative impacts of modernization that if left unchecked would results in the deterioration of the creative and cultural industries. Standing in an era where individuals globally are more connected than ever before, the internet serves as a significant symbol of man's insatiable quest for knowledge and innovation. Transcending language, cultural and geographical barriers the internet's expansion has had a profound impact on several aspects including creative and cultural industries (Sun and Ryder 2016). The vast growth in the number of internet users necessitates industries to practice flexibility and adapt to these changes thus forcing them to utilize it to gain competitive advantage. Further influenced by factors such as Covid 19 that saw the initiation of lockdowns that spearheaded the growth of audio visual platforms such as TIKTOK and Instagram (Singh and Singh 2020). Modernization has resulted in homogenization of content, revenue challenges, limited creative autonomy, cultural appropriation, erosion of traditional art forms and privacy and copy rights infringements.

## 2. Piracy and Copy Rights Infringements

Consider the case of Feather v. Adobe Systems, in which a jury found the defendant Michael Feather accountable of creating and distributing 28 unauthorized copies of programs protected by Adobe Systems' copyright, to show intellectual property's hyper-compensatory remedies. By burning Adobe products onto rewritable CDs to sell on eBay, Mr. Feather violated copyrights. Despite the fact that the majority of Adobe applications only cost around \$150 at retail, the court determined that Adobe's royalty rate was \$90,000 per instance of infringement and ordered Mr. Feather to pay a \$2.52 million award (Day 2017). With the introduction of new technologies, an area where it is impossible or at the very least impractical for authors and other related rights holders to exercise their rights individually is constantly and quickly evolving, and collective management of copyright and related rights is becoming more and more important. The most effective and internationally recognized methods are now being used. The introduction of artificial intelligence has also resulted to the generation of similar art pieces, song copies and other replicas thus further worsening the situation. Piracy and copy rights infringements have been associated with economic loss, job loss, quality concerns, legal costs and erosion of cultural and artistic diversity.

However, Oganyan et al (2018) argues that although the ownership of intellectual property should encourage anticompetitive activity, it seems that those who own it prefer to promote the common good over their own interests. The holders' actions appear to be inconsistent at first glance. This section attributes increased competitiveness, inventiveness, and efficacy in markets with high quantities of IP to piracy. There are two steps to the process explanation. First off, infringement is typically only financially beneficial when a patented or copyrighted good is offered at a significantly inflated price or in an anticompetitive way as opposed to in a free market. Second, the best method for a holder to combat infringement is to lower the cost of the good or stop any anticompetitive behavior.

### **3. Revenue Challenges**

The creative and cultural dependent industries also experience revenue loss due to modernization. Despite the growth of market globally modernization has resulted in easy access to free ‘illegal’ similar goods and services produced by the two industries thus leading to huge revenue loss. Most industries or producers do not only incur losses while battling similar looking or generic products to theirs. Revenue loss is attributed to susceptibility to piracy and copy rights infringements associated with modernization (Blackburn et al 2019). The revenue loss is experienced in form of royalties, investments, combating counterfeiting and scope of operations is also affected due to reduced profits and losses in brand value thus resulting in decreased scale of operations (Wang and Li 2021).

### **4. Erosion of Tradition Forms of Arts**

According to Malik (2018) when compared to the qualities or cultural features of others, cultural identification is the breakdown of the traits or characteristics of a culture that is owned by a group of people and whose borders we are aware of. Therefore, to understand and even establish someone’s cultural identity, it is necessary to examine that person’s cultural identity through their modes of thought, feeling, and behavior rather than just focusing on their physical or biological traits. Modernization necessitates industries to adapt to changes and modernization has had a significant influence on changing lifestyles, shifting values, loss of certain knowledge and skills, commercialization and cultural homogenization (Maharjan 2021). Increased interactions globally between internet users has resulted in dominant global trends and popular culture that has overshadowed traditional cultural arts resulting in marginalization of traditional forms of artistic expression. The exhibition of traditional art forms for commercial purposes has also caused dilution of the authenticity of such traditional art and cultural forms. Shift in values attributed to modernization has also seen the introduction of the ‘woke’ culture where certain actions, symbols or words are considered sensitive thus resulting to reduction of artistic freedom of expression due to fear of being ‘canceled’ due to public outrage.

### **5. Homogenization of Content**

Modernization influence on factors such as cultural exchange, media ownership, market forces, technological advancements, and globalization has resulted in homogenization of content thus resulting reduced quality of goods and services in the cultural and creative industries (Kang and Yang 2021). As globalization goes hand in hand with modernization involving the integration of cultures, societies and economies globally. The increased market access causes standardization of goods to appeal to a broader audience. The bid to produce goods and content that is universally marketable results in reduced quality while market forces may also act to favor content that appeals to broader market to boost profits. Most global creative and social digital platforms have the tendency to adapt to global norms and trends also further influencing demand and supply in creative and cultural industries (Shabir et al 2015).

### **6. Recommendations**

Several significant measures in curbing the negative effects of modernization on cultural and creative industries include cultural policy and support, cultural education, promotion of local content and comprehensive copyright and intellectual property protection policies (Farxodjonova 2018). Cultural education should be aimed at creating awareness on the importance of preservation of traditional norms and art while policies and government support will play a crucial role in promotion of financial support and incentives for creative and cultural projects. The copyrights and IP rights policies will help curb piracy and fake products thus also curbing the negative impact of modernization.

### **7. Conclusion**

The cultural and creative sectors have faced rough waters on the path of modernization, which is advancing at an ever-increasing rate. We run the risk of losing the profound beauty and diversity that make our planet so rich and dynamic when the tide of development threatens to undermine the delicate tapestry of our cultural heritage. Homogeneity of content, loss of revenue, erosion of traditional norms and arts, and piracy and copy right infringements have been identified as the major limitations to modernization in cultural and creative industries.

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