



Museums as Institutions of Identity

By Fabian Lukas

GRIN Publishing Jun 2016, 2016. sonst. Bücher. Condition: Neu. Neuware - Seminar paper from the year 2015 in the subject Sociology - Culture, Technology, Peoples / Nations, grade: 1,0, , language: English, abstract: Museums are cultural, educational and civic centers of communities. In the past museums served only a small group of people. Furthermore a lot of the museums in the past saw their mission in lecturing and educating their visitors with the exhibition of objects. But the role of museums has changed in the last years. Due to demographic changes in the societies the museums serve, they are now in a situation where they have to compete with other institutions like zoos or cinemas. Potential visitors can choose nowadays how to spend their leisure time. In order to further guarantee financial income a lot of museums have adapted strategies of the areas of business and economy. The developed marketing strategies and frameworks to measure success and accountability. But even more important are the changes museums made and are still making regarding to their mission and their interaction with the surrounding community. Museums nowadays are moving away from the old habit of teaching their visitor in a static and lecturing...



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