

## Circuit of Culture--the five interacting loci of cultural practices

Representation	<ul style="list-style-type: none"><li>• Production and circulation of meaning through language and images – texts.</li><li>• Re-presentation</li></ul>
Regulation	<ul style="list-style-type: none"><li>• Reproduction of particular patterns or signifying practices so that things appear natural</li><li>• Government policies and regulations regarding cultural products and practices.</li></ul>
Identity	<ul style="list-style-type: none"><li>• Multiplicity of sources – nationality, ethnicity, social class, community, gender, sexuality,</li><li>• Identity gives us a location in the world and presents the link between us and the society in which we live</li></ul>
Production	<ul style="list-style-type: none"><li>• Economic processes and practices</li><li>• Active process where meaning may be embedded by the very nature of production</li></ul>
Consumption	<ul style="list-style-type: none"><li>• In postmodern accounts, cultural consumption is the very material out of which we construct our identities</li><li>• We become what we consume, what we purchase, what we buy.</li></ul>

On posters, in groups, apply the circuit of culture to one of the following (decide in groups – fashion, food, film, sport and you can focus on something specific if you wish e.g. football, Nike trainers etc.) The 5 circuits of culture might not be evenly related to your cultural product.