

FBPS as Tools of Literary Politics

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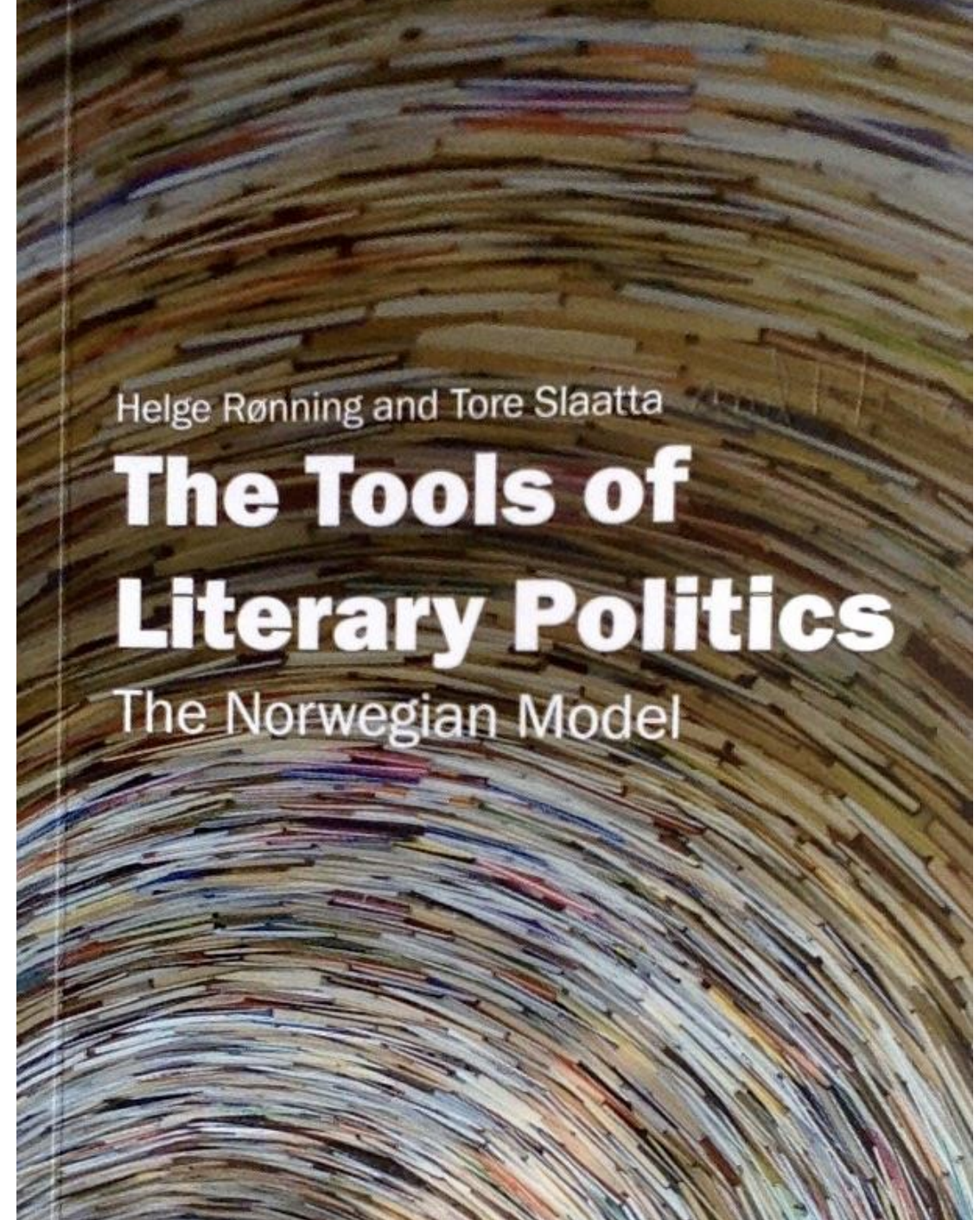
Norway

Two studies:

- *The Tools of Literary Politics*. Oslo: Scandinavian Academic Press
 - The book presents an overview and a typology of various tools, explaining their base for legitimacy and their organisational mechanisms; and in the case of Norway; why they developed and how they actually work in the Norwegian context today (Rønning and Slaatta 2019)
- *At What Price? A Comparative analysis of European FPBS*.
 - Report to the Ministry of Culture and the Ministry of Education in Norway in preparation of a Norwegian book law in 2012. (Rønning and Slaatta et al., 2012)

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The book is based on an analysis of the role of literature and the written language for the development of modern society. The authors argue for a forward-looking literature policy in Europe and provide a review of the most important instruments in Norwegian literature policy



An Overview of Literary Politics...

- The core values
- The main policy areas
- The institutions and primary actors
- The political history
- A typology of tools, their logics and effects

Fig. 1 **The core values and areas of literary policy**

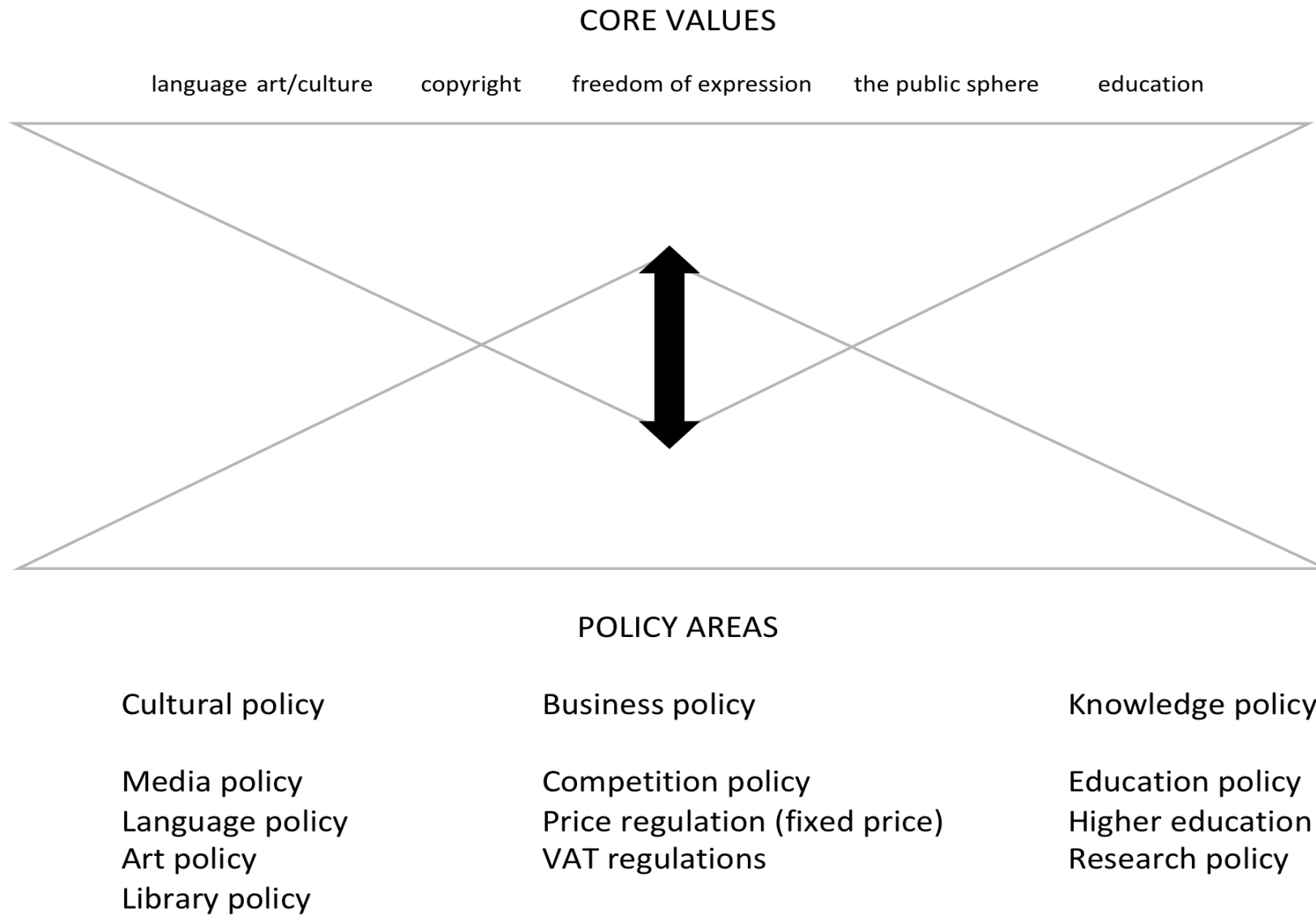
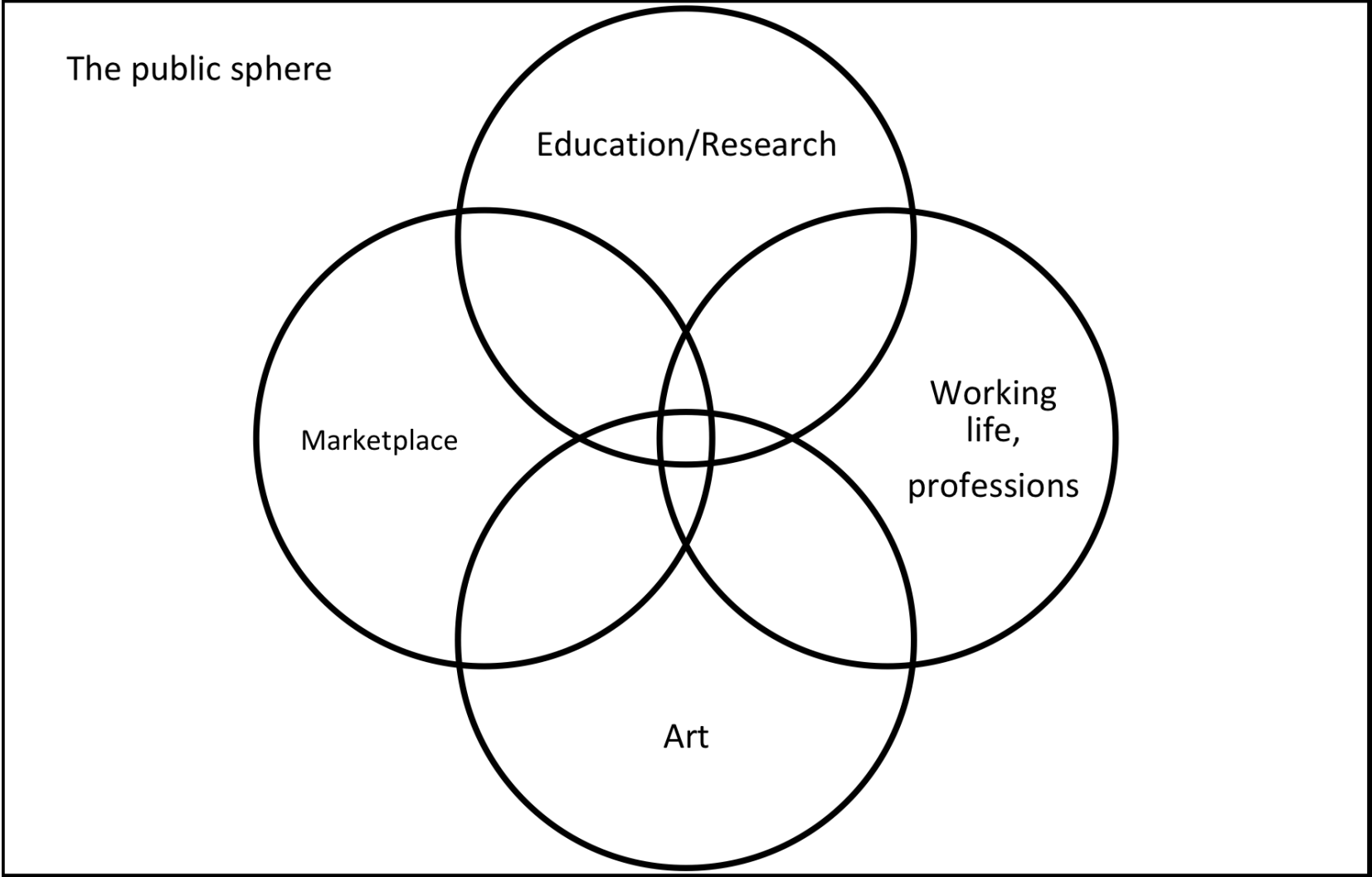


Fig. 3

The literary institutions



The categories of literary policy tools

- **The Legal Policy Tools**
- **The Economic Tools of Literary Policies**
- **The Educational or Pedagogical Tools**
- **Technological and Infrastructural Tools**

Order, but not a system...

- Despite the nice overview we give, the various tools do not add up to become a system or a self regulated machinery of checks and balances.
- However, they do work together and mostly produce unilinear positive effects on the qualities and quantities of Norwegian literatures.
- General development is possible to measure, but it is hard to prove that change is the result of specific tools. Thus many tools are contested on ideological grounds or claimed to be of little effect.
- We argue they work together, but have to be monitored and cultivated to adapt to institutional and technological changes.

FBPS is not only an economic tool...

- If a book law, also a proper legal policy tool. Trade agreements are indirectly also legal tools, but to a lesser degree than book laws, as they are legal tools only because they require exemptions of national and EU competition law.
- FBPS are however indirectly also an infrastructural tool, facilitating other tools and increasing their efficiency.
- Book laws in particular belong more to the cultural policy area than to the business policy area (competition law)

Indirect effects of FBPS:

- facilitating standard contracts with stable expectations to authors earnings (royalties), creating fair models for remuneration to authors and publishers for library purchases
- strengthening and widening the range of offers in bookstores, hindering price wars and spiraling effects of bestseller-sales
- Shifts the focus from market driven quality (sales) to literary quality in author/publisher relations
- Strengthens solidarity among authors and the role of authors organisations and unions.
- Keeps international giants away, strengthens national publishers, important for the plurality of European language markets

At what price?

- A political – economic approach, comparing most European countries
- Studying FBPS in national contexts, comparing not only FBPS, but also
 - the main characteristics of the industry
 - analysing different book markets separately
 - analysing digital effects in different markets
 - focusing also on authors and authors organisations roles, not only on companies and trade statistics
 - comparing all tools in all areas of literary politics
 - comparing FBPS in particular (aims and values, definitions and range, legal elements and main logics)

Comparative findings:

- Great variation among European countries, but many legal and infrastructural instruments are shared and have a common origin and history, e.g. copyright legislation and European book laws.
- Literary policies are mostly treated as national cultural policies, which is particularly important when exemptions from competition regulation in the single market is needed (economic tools, e.g. fixed price systems).
- National literary policies in the area of knowledge politics are often neglected so that higher education and research policies can be harmonized to fit a globalised market (English language, open access publishing).
- Thus, there is a need for new policy tools to support the use of national languages in higher education and research, particularly in small language communities.

Findings about FBPS

- FBPS belong to the cultural policy area
- Must be understood as legal, business, and infrastructural tool
- FBPS facilitates and improves other policy tools
- Book Laws are better than trade agreements
- Important how aims and concepts are defined
- The longer the fixed-price period lasts, the better
- Other elements can vary according to local preferences