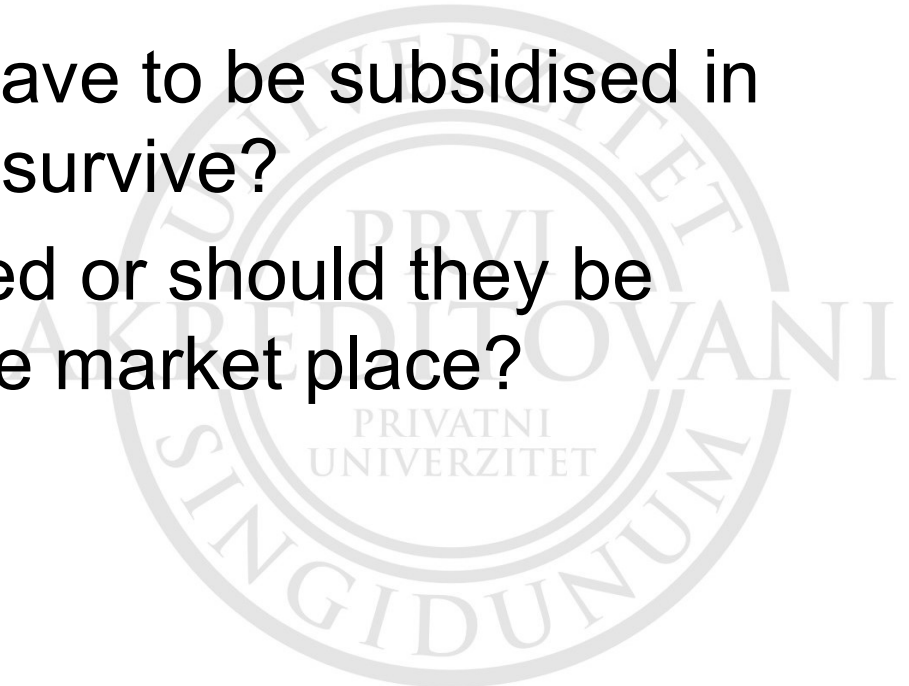


UNIT 14 – Financing the arts

Getting started

Discuss these questions:

1. How do you think the theatre business is different to other types of business?
2. Which artistic activities have to be subsidised in your country in order to survive?
3. Should they be subsidised or should they be subject to the laws of the market place?



Sponsoring the sports events

1. Discuss the advantages and disadvantages/dangers of sponsoring a sports team or sports competition
2. How can sponsoring promote a company's image?



Listening: The theatre business

- You will hear an actor and theatre director talking about the theatre business in Britain. Summarize his talk and elaborate on main ideas regarding the possibility of financing an arts activity, such as a theatre production.
- Key vocabulary

Break down

Running costs

Sue

Put up(money)



Listening: The theatre business

- Key vocabulary

Backers

Angels

Flutter

Break even

Expenditure/expenses

Merchant bank

Be subject to the law

Subsidy/subsidize

*Source Guy Brook-Hart, Business Benchmark, Student's Book
Ian Wood, PASS Cambridge BEC Higher Workbook*

