



Consumo cultural del teatro en la ciudad de Bayamo. Una preocupación institucional en el contexto sociocultural actual

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Analítica

This study places a new subject in the world of cultural consumption. The objective conducive to un - derstand the treatment of theatrical dynamics of consumption following the point of view of officials of the Provincial Council of Performing Arts, actors and directors who are part of different theatrical institutions in the city of Bayamo. It prioritizes work a methodological approach from the research triangulation data, informants, methods and techniques, such as scientific observation and semi-struc - tured interviews. The results reveal the presence of institutional management difficulties that interfere negatively in the theatrical consumption, including elements such as scheduling, disclosure, quality and production of scenic sunsets. In another implications, a reality that belongs to the sociocultural con - text of the city increases, the relevance of implicit cultural positionings in the way of life that includes behavioral aspects, habits, standards, related customs with the idiosyncrasies of its people constanta. In particular sociocultural implications are influential aspects in the daily actions, linked to the expe - riential reality of social actors, their origins, traditions and peculiarities of life that historically formed together in the peculiarities of Bayamo today

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Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es