



The Pursuit of Happiness... In Cash

By Darian Watson

Dr. Michelle Hayford & Dr. Darden Bradshaw

The ability to transform anything and everything into a market is the goal of Neoliberalism. The visual and audio arts are not unaffected by this marketization.

Cash filled Diversity

Since *In The Heights* the industry has seen a large rise in diversity-based content. Sadly, this is due to the profitability and marketability these musicals have.



Photo by: Joan Marcus, In The Heights

Pursuit of Music

The purchasing rights to music for films can generally range from \$15,000 to \$60,000. Why? Because producers know the marketability of the songs.



AC/DC. Thunderstruck. Atlantic Records

Destruction of Creativity

Many reboots, remakes, and sequels have started taking over the big screen. The studios want films that are highly marketable, like *Terminator*.



Miller, Tim. Terminator: Dark Fate. 2019

The arts are struggling. Anything that isn't immediately profitable and marketable is pushed aside. The few arts-based products that are capable of producing money are pushed out in mass quantity at highly expensive amounts, which means the marketization (and in essence Neoliberalism) has gone too far and is destroying art for the pursuit of cash.