

## DEFINIREA INDUSTRIILOR CREATIVE: CONCEPTE ȘI ABORDĂRI

## DEFINING CREATIVE INDUSTRIES: CONCEPTS AND APPROACHES

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**Abstract:** Both terms *cultural industries* and *creative industries* are used interchangeably, with the difference that the first one highlights the cultural heritage and the traditional and artistic elements of creativity, while the second term tends to highlight the individual creative talent and innovation skills, along with the exploitation of intellectual property. It first started with the use of the term cultural industries, that once with the progress of the technology was changed into creative industries. However, today there are still countries and international bodies that use the term cultural industry, even though when they refer to them, they also refer to what is considered a creative industry, such as UNESCO. The aim of this paper is to identify the historiography of the cultural and creative industries terms. The foreseen result is to highlight the differences between cultural industries and creative industries definitions and the impact of these.

**Keywords:** cultural industries, creative industries, creative economy, intellectual property.