
SOCIAL AND CULTURAL CAPITAL OF CREATIVE INDUSTRIES

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Original article

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SOCIAL TIES AND CULTURAL CAPITAL AS KEY FACTORS OF SUCCESS IN THE CREATIVE INDUSTRIES

The paper examines the system of social relations and analyzes the forms of cultural capital characteristic of those working in the creative industries of the Kaliningrad region. The methodology is based on the theory of P. Bourdieu, who considered the mutual convertibility of economic, cultural, and social capital. In June 2025, eight focus groups were conducted among the creative industries' symbolic community in the region. A variety of social connection types were revealed, which are based not only on the activities and professional skills, but also on participation in various events, the desire for innovation, emotional closeness, shared interests and values, human qualities, principled positions on moral and ethical issues, commercial interests, and online presence. Almost all participants in the focus groups mentioned that social ties are an important factor for success in the creative industries. At the same time, cultural capital is the foundation of a career; it helps to maintain authority and provides opportunities for success. The focus group participants emphasized the value of incorporated cultural capital, which accumulates gradually and requires serious personal effort, although the influence of family and environment can be very significant. It is concluded that success in the creative industries is a product of a harmonious combination of a system of social ties and solid cultural capital.

Keywords: *Kaliningrad Region, social connections, cultural capital, creative industries, creative activity, focus group*

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