

# Course Code

## Research on Media Industry

### Module 3, 2024-2025

#### Course Information

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##### **Instructor:**

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Office Hour: Mon & Thu 14:00-15:00

##### **Teaching Assistant:**

Phone:

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##### **Classes:**

Lectures: Day, Time

Venue: PHBS Building, Room

##### **Course Website:**

If any.

## 1. Course Description

### 1.1 Context

Course overview: This course aims to help students understand media industries and media economics. The syllabus is consist of four parts: The first part (session 1-4) introduces key concepts and characteristics of media industries and media economics; the second part (session 5-9) discusses demand, production, distribution and aggregation practices in media industries; the third part (session 10-13) discusses some important issues in media industries, including networks, copyright, advertising, and public policies on media; the fourth part (14-18) discusses changes in media industries brought about by technological change and globalization.

Prerequisites: No.

### 1.2 Textbooks and Reading Materials

Havens, T., & Lotz, A. (2016). *Understanding media industries*, second edition. Oxford University Press.

## 2. Learning Outcomes

### 2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective	1.1. Our students will produce quality business and research-oriented documents.	Yes

communicators.	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Yes
	2.2. Students will be able to apply leadership theories and related skills.	Yes
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Yes
	3.2. Our students will practice ethics in the duration of the program.	Yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Yes
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Yes
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes
	5.3. Our students will demonstrate competency in critical thinking.	Yes

## **2.2 Course specific objectives**

After taking this course, the students should:

1. gain a comprehensive understanding on media industries including the press industry, broadcasting industry, film industry, advertising industry, etc.
2. understand key economic concepts of the media, as well as the main factors which influence the production, distribution, and aggregation practices in media industries.
3. understand how technological, economical, and regulation conditions are changing media industries all over the world.
4. be able to produce a research proposal about media industry.

## **2.3 Assessment/Grading Details**

Full attendance is required. Everyone is expected to complete the assigned reading and presentation tasks, and actively participate in the class progress. Specifically, the grading of this course can be broken down to:

Class attendance and participation	20%
Group presentation	30%
Research proposal	50%

### **AI tools requirements:**

AI tools are only acceptable for data collection, polishing writing and presentation. No AI tools should be involved in the creative process of any assessment in this course.

## **2.4 Academic Honesty and Plagiarism**

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to

falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

#### AI tools requirements:

Using AI tools to complete assignments or assessments without the approval of the course instructor will be regarded as an act of academic dishonesty. Depending on the severity of the situation, penalties will be implemented in accordance with the provisions of the Peking University Graduate Student Handbook.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

### 3. Topics, Teaching and Assessment Schedule

Session	Topic	Content
1	Introduction to Media Industries	<ul style="list-style-type: none"> <li>➤ Defining Media Industries</li> <li>➤ Media Industries in Society</li> <li>➤ Media Industries in the 21st Century: Mass Customization and the Rise of Information Economy</li> </ul>
2	Media Economics Basics	<ul style="list-style-type: none"> <li>➤ Key economic concepts of the media</li> <li>➤ What is so special about economics of the media?</li> </ul>
3	Media Industry Mandates	<ul style="list-style-type: none"> <li>➤ Commercial Media</li> <li>➤ Public Mandate Media</li> <li>➤ Community, Alternative/DIY Mandate Media</li> <li>➤ Governmental Mandate Media</li> <li>➤ Limits of Mandates</li> </ul>
4	Regulation of the Media Industries	<ul style="list-style-type: none"> <li>➤ Who Regulates?</li> <li>➤ Content Regulations</li> <li>➤ Ownership Regulations</li> <li>➤ Economic Regulations: Rate Control and Subsidies</li> <li>➤ Licenses and License Renewal</li> <li>➤ Monopoly and Anti-Trust Restrictions</li> </ul>
5	Demand: Push to Pull	<ul style="list-style-type: none"> <li>➤ Mass to Niche</li> <li>➤ User Empowerment</li> <li>➤ Segmentation and Branding</li> <li>➤ Audience Flow Management</li> <li>➤ Market Failure in Broadcasting</li> <li>➤ Public Service Content Provision</li> </ul>
6	Media Production	<ul style="list-style-type: none"> <li>➤ The Costs of Making Media</li> <li>➤ How Are the Costs of Creating Media Products Funded?</li> <li>➤ The Economics of Audiences: Ways of</li> </ul>

		<ul style="list-style-type: none"> <li>➤ Paying for Media Products</li> <li>➤ Emerging Economic Strategies for Media Industries</li> </ul>
7	Creative Practices and Media Work	<ul style="list-style-type: none"> <li>➤ Creative Visions: Approaches to Making Media</li> <li>➤ Creative Roles Above and Below-the-Line</li> <li>➤ Commercial Influences: Audience Research</li> <li>➤ Commercial Influences: Industry Norms, Organizational Cultures, and Circumscribed Agency</li> </ul>
8	Media Distribution and Aggregation Practices	<ul style="list-style-type: none"> <li>➤ Distinguishing Distribution and Aggregation Practices</li> <li>➤ Distribution and Aggregation Industry Roles</li> <li>➤ Distribution and Aggregation Strategies</li> </ul>
9	Networks	<ul style="list-style-type: none"> <li>➤ Economics of networks</li> <li>➤ Broadcasting networks</li> <li>➤ Global networks in transnational publishing</li> <li>➤ Online content distribution</li> <li>➤ Social networks and microblogging</li> </ul> <p>The Changing role of networks in media economics</p>
10	Copyright	<ul style="list-style-type: none"> <li>➤ The Economic Origins of Copyright</li> <li>➤ Copyright and Welfare Losses</li> <li>➤ Digitization and Enforcement</li> <li>➤ Globalization</li> <li>➤ Territoriality and Free Trade Areas</li> <li>➤ Commercial Models Other Than Copyright</li> <li>➤ Non-Market Alternative Means of Incentivizing Creativity</li> <li>➤ Adjusting Copyright to the 'Open' Internet</li> </ul>
11	Media and Advertising	<ul style="list-style-type: none"> <li>➤ The Advertising Industry</li> <li>➤ Informative Versus Persuasive Advertising</li> <li>➤ Advertising as a Barrier to Market Entry</li> <li>➤ Advertising and the Performance of the Economy</li> <li>➤ The Rise of Internet Advertising</li> </ul>
12	Media Economics and Public Policy	<ul style="list-style-type: none"> <li>➤ Free Market Versus Intervention</li> <li>➤ Support Measures for Media Content</li> <li>➤ Protectionism</li> <li>➤ Concentrated Media Ownership</li> <li>➤ Promoting Competition</li> <li>➤ Monopolies and Technological Change</li> <li>➤ Maximizing Efficiency</li> <li>➤ PSBs and State Aid Rules</li> </ul>
13	Corporate Growth and Concentration Strategies	<ul style="list-style-type: none"> <li>➤ Strategic responses to digitization</li> <li>➤ Managerial theories</li> <li>➤ Horizontal expansion</li> <li>➤ Diagonal and conglomerate growth</li> <li>➤ Vertical expansion</li> </ul>

		➤ Transnational growth
14	Convergence and Multi-Platform	<ul style="list-style-type: none"> <li>➤ The Vertical Supply Chain</li> <li>➤ Changing Market Structures and Boundaries</li> <li>➤ Digital Convergence</li> <li>➤ Technological Change, Innovation and Creative Destruction</li> <li>➤ Multi-Platform</li> </ul>
15	Technological Conditions of the Media Industries	<ul style="list-style-type: none"> <li>➤ Theories of Technological Change</li> <li>➤ Technology and Industry Structure</li> <li>➤ Technology and Prevalent Business Models</li> <li>➤ Technological Conditions and Media Industry Practices</li> <li>➤ Industrial Restraints on Technological Innovation</li> </ul>
16	Media Globalization	<ul style="list-style-type: none"> <li>➤ The History of Media Globalization and American Dominance</li> <li>➤ Drivers of Media Globalization</li> <li>➤ Barriers to Media Globalization</li> <li>➤ Overcoming Barriers to Globalization</li> <li>➤ The Commercial and Social Consequences of Media Globalization</li> </ul>
17	Guidance for making research proposal	
18	Guidance for making research proposal	

#### 4. Miscellaneous