



PHBS

北京大学汇丰商学院



Course Code

UK Media and Creative Industries

Module 1, 21-22

Course Information

Instructor: Jing Meng

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Office Hour: Monday & Thursday 13:00-15:00

Teaching Assistant:

Phone:

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Classes:

Lectures: Monday & Thursday, 15:30-17:20

Venue: PHBS Building, Room

Course Website:

If any.

1. Course Description

1.1 Context

Course overview:

The course adopts an interdisciplinary framework to examine and analyze the intertwined cultural, economic, social and political forces behind the commercialization of creativity and the culturalization of commerce at an industry-level. Moreover, this course provides an East-West global framework to the comparative study of the creative industries in Asia and the West. It provides students with a panoramic view of the emergence, development and prospect of the creative industries at the global, regional, national as well as local levels. It aims to examine the broader system of production, distribution, marketing, consumption, and regulation of the key creative industries including but not limited to advertising, fashion, art, antiques and crafts, publishing, music, performing arts, digital entertainment, design, film and video, software and computing, and television and radio. It covers topics ranging from the cultural critique on the development of the creative industries, the examination of the process of cultural production to the assessment of cultural policy to provide students chances to explore and analyze the interplay of culture, business and politics. Through its global and comparative emphasis, the course aims to engage students in examining different perspectives on culture and to reflect critically on its changing roles, forms and contents in today's society in which culture and commerce increasingly overlap with each other.

Prerequisites: n/a

| class plan | | | |
|------------|-------|---|--|
| Lecture | Date | Topic | Cases and references |
| 1 | 9.6 | Introduction | |
| 2 | 9.9 | Mapping creative industries | Reading: Peter Higgs & Stuart Cunningham (2008) Creative Industries Mapping: Where have we come from and where are we going? |
| 3 | 9.13 | Cultural Policies and creative economy | East Asia cases |
| 4 | 9.16 | Globalization of TV Format I | Reading: Jean K Chalaby (2015) The advent of the transnational TV format trading system ^[1] |
| 5 | 9.20 | Globalization of TV Format II | Internet Reality Show |
| 6 | 9.23 | From networks to Netflix | Case of Netflix |
| 7 | 9.27 | Podcasting | Case of Spotify |
| 8 | 10.11 | Social media entertainment | Reading: Cunningham & Craig (2019) Social Media Entertainment |
| 9 | 10.13 | Mid-term research topic Discussion | |
| 10 | 10.14 | How to do a case study | |
| 11 | 10.18 | From CAA to MCN | Cases of CAA, MCN |
| 12 | 10.21 | IP and Franchising | Case of Disney |
| 13 | 10.25 | Guest Lecture | Former Producer of Disney |
| 14 | 10.28 | Design, crafts and museum | Case of VA, The Palace Museum |
| 15 | 11.1 | Financing culture and creative business | |
| 16 | 11.4 | Guest Lecture | CEO of Déjà vu |
| 17 | 11.8 | Class presentation | |
| 18 | 11.11 | Class presentation | |

*Guest Lectures are subject to change.

1.2 Textbooks and Reading Materials

Richard Caves 2000 Creative Industries: Contracts between art and commerce. Cambridge, MA: Harvard University Press.

John Howkins (2001) The Creative Economy. How people make money from ideas, The Penguin Press.

Moeran B & Christensen B T(eds.), (2013) Exploring Creativity. Cambridge: Cambridge University Press.

David Hesmondhalgh (2013) The Cultural Industries (3rd Edition). Los Angeles and London: Sage.

References articles and cases:

To be provided in class handouts.

2. Learning Outcomes

2.1 Intended Learning Outcomes

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

Learning Outcomes:

After the course, students should be able to:

- demonstrate the ability to reflect and appraise the cause and impact of the development of a variety of global creative industries;
- demonstrate the ability to discern different perspectives on culture and to reflect critically on its changing roles, forms and contents in today's society in which culture and commerce increasingly overlap with each other;
- demonstrate the ability to analyze the intertwined cultural, economic, social and political forces behind the commercialization of creativity and the culturalization of commerce at an industry-level;
- compare the development of the creative industries in Asia and in the West;
- develop and deliver their innovative cultural-business ideas; and
- engage in discourses on the prospect and development of the creative economy in academic and other public platforms.

2.3 Assessment/Grading Details

A. Class Participation (20%)

Please read assigned papers and cases and participate in class discussion.

B. Class presentation (40%) (Group of 1-2 students)

Please analyze one case of creative industries regarding its content, design, how it is promoted and marketized, how it is being financed, and how it is being received by audience and consumers, as well as the social, cultural and economic context (for instance, cultural policies) in which the case is developed. You can also focus on one particular aspect of the case or do a comparison study.

Words limit: (15 minutes)

Deadline: Week 9

C. Essay (40%) (Group of 1-2 students)

Based on the presentation, please write an analytical study of the case. Apart from introductory and descriptive explanation of the content, idea, production, operation and reception, the essay should analyze the industrial aspects of the case, such as its business and finance, competitors in the industry, its competitive edge and disadvantages or problems and risks, and how do you think it is creative/disruptive/sustainable, etc.

Requirements: Show your original input and analysis based on the data and materials you have collected. Be specific with references and citation.

Cases can be but not limited to:

Internet influencer creator

Podcast

MCN

Art gallery or museum

A brand or series products

An IP

A reality show

Words limit: 6000 words

Deadline: Nov 20 2020

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.

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

3. Topics, Teaching and Assessment Schedule

4. Miscellaneous