Global Media Industries

Autumn 2016 Tue 15:15–16:45 AVC

Lecturer: Tae-Sik Kim

Office Hour: Tue 1:00 – 2:00 PM & Wed 1:30 – 3:00 PM

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➢ Course Objectives

This course is designed to help students develop an understanding media and culture as industries in the capitalist world. Students will consider 'media' as culture industry. The course will look at the evolution of media industries over time to explore how media have been developed in relation to sociopolitical and economic changes. This course will cover a wide range of media industries including from Hollywood to East Asian media industry. The first half of the course will cover an historical and theoretical overview of global media industry. The second half of the course will then focus on the structure and practice of multiple media industries in the world.

- To understand the history and theory of media industries
- To comprehend the role of media industries in shaping society and culture
- To critically evaluate the political economy of media industries
- To get informed about a variety of media industries in the world that hasn't well been known.

➢ Syllabus

Week 1. Introduction to the course

Week 2. Media as Industries

Week 3. Audiences As Consumers

Week 4. Culture Industry: History of Mass Culture

Week 5. The rise of media industry: US Media

Week 6. No Class: Write an Essay on Manufacturing Consent

Week 7. Imperialism vs Protection ??????? market quota…

Week 8. Midterm Exam

Week 9. New Global Media Flow

Week 10. Proximity, Hybridity, and Transculture

Week 11. New Media Industry: Google and Facebook

Week 12. Understanding European Public Media Industries

Week 13. Group Presentation

➢ Literatures

Havens, T., & Lotz, A. D. (2012). *Understanding media industries*. Oxford University Press.

➢ Supplemental Materials

Dorfman and Armand Mattelart (1984). *How to read Donald Duck.* International General.

Fuchs, C. (2013). *Social media: A critical introduction*. Sage.

Hepp, A. (2015). *Transcultural communication*. John Wiley & Sons.

McChesney, R. (1999). Rich Media, poor democracy—Communication politics in dubious times. *Urbana: University of Illinois Press*.

Thussu, D. K. (Ed.). (2006). *Media on the move: global flow and contra-flow*. Routledge.

➢ Teaching Methods

The format of the course is a combination of lectures and controlled discussions of assigned readings.

All students are expected to read textbooks assigned and to develop appropriate discussion questions.

➢ Assessment Methods

❖ Attendance: 4 unexcused absences during a semester shall be denied academic credit

❖ Take Home Examination 30%

    A 7-8 page long essay on the relationship between media and society.

❖ Class Presentation 10%
- Develop discussion questions on assigned week's topic.
- Introduce cases not included in textbooks

❖ Final Group Project 40% (Due: 9th of January, 2017)
- Group with 2-3 colleagues
- Find your topic by Week 10
- Presentation in Week 13

❖ Short Essay 20% (4 Pages)
- On Herman & Chomsky "Manufacturing Consent"
- Reflect the new media environment that wasn't covered in their piece.

➢ Readings

Week 1. Introduction to the course

Week 2. Media as Industries

- Understanding media industries Chapter 1

Week 3. Technology and Media Industries

- Understanding media industries Chapter 3

Week 4. Culture Industry: History of Mass Culture

- Adorno, T., & Horkheimer, M. (2007). The culture industry: Enlightenment as mass deception.

Week 5. The rise of media industry: US Media

- Rich Media, Poor Democracy Chapter 1

Week 7. Cultural Imperialism?

- Dorfman and Armand Mattelart "How to read Donald Duck" Introduction and Conclusion

Week 9. New Global Media Flow

- Media on the Move Chapter 1

Week 10. Proximity, Hybridity, and Transculture

- Hepp, Transcultural Communcation Chapter 1

Week 11. New Media Industry: Google and Facebook

- Fuchs, Social Media

Week 12. Understanding European Public Media Industries

- Bardoel, J., & d'Haenens, L. (2008). Reinventing public service broadcasting in Europe: prospects, promises and problems. *Media Culture and Society*,*30*(3), 337.