

# Global Media Industry

Autumn 2015 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. Culture Industry: History of Mass Culture

Week 4. Media Ownership

Week 5. The rise of media industry: US Media

Week 6. Globalized Media System

Week 7. Mid-Term Examination

Week 8. New Media Industry: Google and Facebook

Week 9. European Media Industries

Week 10. East Asian Media Industries

Week 11. Brazil and India: Regional Power Players

Week 12. Group Presentation

Week 13. Final Examination

➤ Literatures

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

➤ Supplemental Materials

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

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

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

➤ 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.

- ❖ Group Presentation 15%
  - Group with 3-4 colleagues
  - Case Study: A Media Industry Case
  - Submit PPT and Present in Week 12
  
- ❖ Class Presentation 10%
  - Develop discussion questions on assigned week's topic.
  - Introduce cases not included in textbooks
  
- ❖ Final Examination 30%
  
- ❖ Short Essay 15%

➤ Readings

Week 1. Introduction to the course

Week 2. Media as Industries

- Understanding media industries Chapter 1

Week 3. Culture Industry: History of Mass Culture

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

Week 4. Media Ownership

- Understanding media industries Chapter 5

Week 5. The rise of media industry: US Media

- Rich Media, Poor Democracy Chapter 1

Week 6. Globalized Media System

- Rich Media, Poor Democracy Chapter 2

Week 7. Mid-Term Examination

Week 8. New Media Industry: Google and Facebook

- Social Media Chapter 3-4

Week 9. European Media Industries

Week 10. East Asian Media Industries

- Media on the Move Chapter 4 & 8

Week 11. Brazil and India: Regional Power Players

- Media on the Move Chapter 5 & 6

Week 12. Group Presentation

Week 13. Final Examination