SCHOOL OF MODERN LANGUAGES AND CULTURES

GLOBAL CREATIVE INDUSTRIES (4-year curriculum 2013-2014)

The creative industries have become one of the fastest-growing and increasingly influential sectors of the global economy. The Global Creative Industries Major constitutes an interdisciplinary framework to the study of the complex relation and interaction between commerce and culture. It examines and analyzes the intertwined cultural, economic, social and political forces behind the commercialization of creativity and the culturalization of commerce at an industry-level. Through its global and comparative emphasis, the programme aims primarily 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.

This programme 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.

A major in Global Creative Industries consists of a prerequisite core course (GCIN1001) and 12 other introductory credits from any Arts programme(s) normally taken in the first year, and 54 credits taken in the remaining years of the programme. These 54 credits consist of 24 credits of core courses (GCIN2001, GCIN2002, GCIN2003 and GCIN2004), 6 credits of an Area Creative Industries course (AMER2040 or EUST2016 or JAPN2050 or KORE2027 or MCSP2007/SINO2007) and a further 24 credits of elective courses listed below. GCIN2004 is the capstone course designed to allow students to advance their analytical thinking by permitting the application of disciplinary knowledge and principle.

A minor in Global Creative Industries consists of the 6-credit prerequisite core course (GCIN1001) and other courses in the programme, including 12 credits of core courses (GCIN2001 or GCIN2002 and GCIN2003) and a further 18 credits of elective courses as listed below totaling 36 credits.

The Major

A major in Global Creative Industries consists of 72 credits with the following components:

- **Prerequisites courses (6 credits):**
  GCIN1001. Introduction to global creative industries (6 credits)

- **Other Arts Faculty introductory course to be take from any Arts programmes (12 credits)**

- **Core courses (24 credits):**
  *Global Creative Industries courses:*
  GCIN2001. Creative industries in practice: Labor, organization and management (6 credits)
  GCIN2002. Commercializing creativity: A cultural critique (6 credits)
  GCIN2003. Cultural policy: A complex marriage of business, politics and culture (6 credits)
GCIN2004. Global creative industries research project (6 credits)

- **Area Studies courses (6 credits):**
  - AMER2040. Creating culture for the world: American creative industries in the age of globalization (6 credits)
  or
  - EUST2016. Creative industries in Europe in a global context (6 credits)
  or
  - JAPN2050. Creative industries in East Asia (Hong Kong, Taiwan, Korea and Japan) (6 credits)
  or
  - KORE2027. Creative industries in Korea in a global context (6 credits)
  or
  - MCSP2007. Creative industries in China in a global context (6 credits) *(formerly MCSP2007)*

- **Interdisciplinary elective courses (24 credits):**
  Elective courses totally 24 credits selected from the list below.

- **Capstone experience course:**
  GCIN2004. Global creative industries research project (6 credits)
  This course will be offered to undergraduates in their third and fourth years.

  *NB 1: The capstone course designed to allow students to advance their analytical thinking by permitting the application of disciplinary knowledge and principles learned in the earlier years.*

  *NB 2: Students may take Introductory Level courses at any point in their degree.*

**The Minor**

A minor in Global Creative Industries consists of 36 credits with the following components:

- **Pre-requisite courses (6 credits):**
  GCIN1001. Introduction to global creative industries (6 credits)

- **Core courses (12 credits):**
  GCIN2001. Creative industries in practice: Labor, organization and management (6 credits)
  or
  GCIN2002. Commercializing creativity: A cultural critique (6 credits)
  GCIN2003. Cultural policy: A complex marriage of business, politics and culture (6 credits)

- **Interdisciplinary elective courses (18 credits):**
  Elective courses totally 18 credits selected from the list below.

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**CORE COURSES**

**GCIN1001. Introduction to global creative industries (6 credits)**

This introductory course will adopt an interdisciplinary approach to examine significant and complex issues related to the emergence, development and prospect of the global creative industries. This course is a prerequisite for all students intending to declare a major or minor in Global Creative
Industries, but it is also suitable for anyone seeking a broad understanding of the interplay between culture and creative economy. We will examine the concept of the 'global creative industries' by offering a brief overview of the industries of advertising, art, fashion, antiques and crafts, publishing, music, performing arts, digital entertainment, design, film and video as well as television and radio. We will survey and identify the key players and characteristics of the emerging global creative economy by exploring the development of creative industries in different regions, such as East Asia, North America and Europe. We will also analyze the impact and implication of the growth of global creative industries on the role and function of culture in society today. Our goal is to help students examine and reflect critically on the cultural, economic, social as well as political forces that shape the form and content of global creative industries.

Prerequisite: Nil
Assessment: 100% coursework

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This course is required of all students intending to major in Global Creative Industries. It examines the actual operation and practices of the cultural and creative industries. We will investigate the roles of cultural worker, the complex organizational networks of the industries as well as the management principles of people, resources and creativity embedded in the production system. We will analyze and explain the social logics of a variety of prevailing business models of public and private cultural enterprises. We will discuss theoretical and practical issues facing entrepreneurs, artists and managers in the industries, for instance, funding, piracy, sustainability and marketing and branding. Our goal is to help students understand the concrete details of the division of labor, institutional arrangement and business principles of the global creative industries and challenge them to seek new solutions to the existing problems.

Prerequisite: GCIN1001
Assessment: 100% coursework

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This course is required of all students intending to major in Global Creative Industries. This course will provide students an in-depth understanding of the mechanism of production, circulation, consumption, regulation and representation of the global creative industries. We will examine the process of commercialization of creativity and culture. We will focus particularly on how cultural products are being produced, branded and reproduced at the industry-level. By drawing examples from a variety of areas such as Korea, China, Hong Kong, Japan, America and Europe, we will demonstrate how the business activities of the creative industries are shaped by and reshaping respective cultural traditions. Our goal is to encourage students to critique the increasingly complex relationship and interaction between culture and commerce.

Prerequisite: GCIN1001
Assessment: 100% coursework

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**GCIN2003. Cultural policy: A complex marriage of business, politics and culture (6 credits)**

This course is required of all students intending to major or minor in Global Creative Industries. This course will examine the relationship between cultural policy and the development of the global creative industries. We will analyze why and how the state intervenes in the production, distribution and consumption of cultural goods and ideas. We will trace the development of cultural policies in different countries through a comparative approach. We will also explore the impact and limitation of national cultural policy in the global arena. Our goal is to help students identify and explain the complex interaction among business, politics and culture behind the operation of the global creative industries. Taught within a seminar type framework, students will be encouraged to select, in consultation with a staff member, a country or an area of focus for deeper examination.

Prerequisite: GCIN2001 or GCIN2002
Assessment: 100% coursework
CAPSTONE EXPERIENCE COURSE

GCIN2004.  Global creative industries research project (6 credits)

Students in this course pursue independent research and produce a research paper under the supervision of a teacher in Global Creative Industries. Students will be expected to explore in depth a topic of interest to them in relation to the development of the global creative industries and the interaction between culture and commerce. We will provide a research skills workshop for students undertaking this course.

Prerequisite:  GCIN2001 and GCIN2002
Assessment:  100% coursework

INTERDISCIPLINARY ELECTIVE COURSES

Majors must select courses totaling 24 credits from the following list of electives with at least 6 credits from each category.
Minors must select courses totaling 18 credits from the following list of electives with at least 6 credits from each category.

(Note: Not all courses are offered in a given semester; students should check with individual units on course availability; students should also check on course prerequisites and other enrollment restrictions.)

GCIN2005.  Overseas internship in global creative industries (6 credits)

This course enables students to understand the creativity and innovation process of cultural production. It gives students chances to experience the practical business environment through onsite work and interaction with creative and support personnel in overseas creative institutions and companies. Students are required to complete a report which examines the socio-cultural factors which affect the business strategies and success of the creative enterprises. The major aim of the course is to develop students’ in-depth understanding of the interplay among the business operation of the creative industries and other social, cultural and political forces. Students intending to undertake this course have to pass the assessment for the confirmation of placement.

Prerequisite:  GCIN2001
Assessment:  100% coursework

GCIN2006.  Fashion and luxury: Cultural and organizational dynamics (6 credits)

This course enables students to study the cultural and organizational dynamics of the fashion and luxury industry to understand the economic, social, cultural and material processes that underpin the whole industry. Through an in-depth and comparative study of the creative processes, technology adaptation, value chains, overall organizational structures, and consumer images of the industry, the course aims to engage students in a critical discourse on the complex interplay between the economic and cultural forces which drive the development of the fashion and luxury industry in the global market.

Prerequisite:  Nil
Assessment:  100% coursework
GCIN2007. Film and media: Cultural and organizational dynamics (6 credits)

This course enables students to study the cultural and organizational dynamics of the film and media industry to understand the economic, social, cultural and material processes that underpin the whole industry. Through an in-depth and comparative study of the creative processes, technology adaptation, value chains, overall organizational structures, and consumer images of the industry, the course aims to engage students in a critical discourse on the complex interplay between the economic and cultural forces which drive the development of the film and media industry in the global market.

Prerequisite: Nil
Assessment: 100% coursework

GCIN2008. Advertising: Cultural and organizational dynamics (6 credits)

This course enables students to study the cultural and organizational dynamics of the advertising industry to understand the economic, social, cultural and material processes that underpin the whole industry. Through an in-depth and comparative study of the creative processes, technology adaptation, value chains, overall organizational structures, and consumer images of the industry, the course aims to engage students in a critical discourse on the complex interplay between the economic and cultural forces which drive the development of the advertising industry in the global market.

Prerequisite: Nil
Assessment: 100% coursework

List of electives from other Faculties/Schools

Category A: Culture and Social Context

I. Faculty of Arts

School of English
   ENGL2101. Culture and society (6 credits)
   ENGL2138. Language and globalization (6 credits)
   LCOM2005. Language, communication and globalization (6 credits)

School of Humanities
   Comparative Literature
   CLIT2050. Globalization and culture (6 credits)

School of Modern Languages and Cultures
   ITAL2023. Italian lifestyle and culture (6 credits)
   JAPN2058. Understanding popular culture in Japan and Greater China (Hong Kong, Taiwan, and mainland China) (6 credits)
   MCSP2008. World heritage in Asia (6 credits)
   SINO2008. World heritage in Asia (6 credits) (formerly MCSP2008)

II. Faculty of Social Sciences

Geography
   GEOG2057. Leisure and recreation in modern society (6 credits)

Sociology
   SOCI2008. Culture and society (6 credits)
   SOCI2015. Hong Kong popular culture (6 credits)
   SOCI2053. Youth and youth culture (6 credits)
   SOCI2055. A cultural study of tourisms and tourists (6 credits)
   SOCI2089. Japanese consumer society and popular culture (6 credits)
Category B: Creativity and Cultural Form

I. Faculty of Arts

School of English
ENGL2103. Language and new media (6 credits)
ENGL2121. Comedy, renewal, and cross-cultural drama (6 credits)
LCOM2004. Language, communication and the media (6 credits)
LCOM2007. Visual communication (6 credits)

School of Humanities
Comparative Literature
CLIT2086. Asia on global screens (6 credits)

Music
MUSI2015. Popular music: from Cantopop to techno (6 credits)
MUSI2044. Film music (6 credits)
MUSI2055. Chinese opera (6 credits)
MUSI2063. The opera (6 credits)

School of Modern Languages and Cultures
AMER2022. What’s on TV? Television and American culture (6 credits)
AMER2033. Asia on America's screen (6 credits)
AMER2038. American film, from Golden-Age Hollywood to New Hollywood and beyond (6 credits)
AMER2045. Film beyond the mainstream: American art cinema (6 credits)
EUST2015. From cinema to society: Understanding Europe through film (6 credits)
FREN3033. French popular music (6 credits)
JAPN2029. Japanese popular music and Hong Kong society (6 credits)
JAPN2031. The media and Japan (6 credits)
JAPN2082. Japanese film and society (6 credits)
PORT3026. Film in Portugal and Brazil (6 credits)

II. Faculty of Social Sciences

Sociology
SOCI2006. Critical issues in media studies (6 credits)
SOCI2077. Media, culture and communication in contemporary China (6 credits)
SOCI2080. Media and culture in modern societies (6 credits)
SOCI2085. Understanding media (6 credits)
SOCI2086. Art worlds in transnational perspective (6 credits)

Category C: Industry and Business Behavior

I. Faculty of Arts

School of Modern Languages and Cultures
GCIN2005. Overseas internship in global creative industries (6 credits)
GCIN2006. Fashion and luxury: Cultural and organizational dynamics (6 credits)
GCIN2007. Film and media: Cultural and organizational dynamics (6 credits)
GCIN2008. Advertising: Cultural and organizational dynamics (6 credits)
JAPN2052. Business strategy in Asia: Japan and China (6 credits)
JAPN2053. International marketing strategy: Focus on Japan (6 credits)
JAPN2054. Strategy management: Focus on Japan (6 credits)
JAPN2057.  Multi-cultural advertising (6 credits)

II.  Faculty of Social Sciences

   Geography
   GEOG3305.  Geography of tourism and tourist behaviour (6 credits)

III.  Faculty of Business and Economics

   School of Business
   BUSI0004.  Advertising management (6 credits)
   BUSI0022.  International marketing (6 credits)
   MKGT3501.  Consumer behaviour (6 credits)
   MKGT3525.  Services marketing (6 credits)