

CURE 3027 Cultural and Creative Industries
Semester 1, 2023/2024

Lecturer: Dr. Peichi Chung	Time: Wednesdays 2:30 PM – 4:15 PM
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Course Description:

This course examines issues surrounding Cultural and Creative Industries (CCI) in contemporary societies. By emphasising the study of cultural and creative industries under the impact of digital transformation, this course uses cultural studies theories to investigate issues related to the CCI that interact culture, economy and digital technology. The course introduces critical scholarship in the cultural field. It also incorporates an interdisciplinary perspective to introduce business culture and financial management advanced by transnational cultural corporations.

The course contains three parts in order to provide a comprehensive overview of the CCI studies as an academic field. The course first begins with an introduction of the basic constitution of the CCI in Hong Kong. Based upon the understanding of Hong Kong's CCI, the course extends to review the historical development of cultural and creative industries in other parts of the world. The second part of the course covers topics that constitute the conceptual framework of cultural and creative industries. Weekly discussion topics include cultural production, popular consumption, value chain, emerging market and digital distribution. The course also includes management ideas to discuss creative management, digital disruption, cultural entrepreneurship, technological innovation and strategy planning in cultural and creative industries. The third part focuses on representative CCI sectors in the practice industry world. This section guides students to apply their analytic skills to evaluate selected cultural businesses that contribute to sustainable development of the CCI in Hong Kong, China and Asia.

Learning Outcomes:

- Students are expected to learn the fundamental structure of the cultural and creative industries in Hong Kong
- Students are expected to learn basic topics of academic debate and apply their learning of industry knowledge to understand the development of the CCI around the world
- Students are expected to develop analytic thinking and to cultivate problem-solving skills as they prepare for careers in the business world of the CCI
- Students are expected to learn to write business plan and conduct case analysis that reviews the applicability of knowledge they learn about the CCI after completion of the class.

Course Requirements and Assessment:

- Lecture attendance and participation (25%)
- Tutorial attendance and discussion (25 %)
- Final paper proposal (10 %)
- Final paper presentation (10 %)
- Final Paper (30%)

Course Syllabus

Week 1: Introduction (Sept 6, 2023)

§ Hong Kong Census and Statistics Department. (2022). “The Cultural and Creative Industries in Hong Kong.” Online document available [[here](#)]

§ Khaire, Mukti (2017) “Chapter One: The Business of Culture”, In *Culture and Commerce: The Value of Entrepreneurship in Creative Industries*. Redwood City: Stanford University Press.

Week 2: History, Origin and New Development of the CCI (Sept 13, 2023)

§ O’Connor, Justin (2011) “The Cultural and Creative Industries: A Critical History.” Online document available [[here](#)]

§ UNESCO (2021) “Cultural and Creative Industries in the Face of the COVID-19: An Economic Impact Outlook”. Online document available [[here](#)]

Week 3: Theorize Cultural Industries (Sept 20, 2023)

§ Hesmondhalgh, David (2019) “Chapter 9: Ownership (2): Concentration, Conglomeration and Corporate Power, 2010 onwards.” *The Cultural Industries*. London: Sage Publications.

§ Hesmondhalgh, D., Valverde, R., Kaye, D. and Li, Z. (2023) “Digital Platforms and Infrastructure in the Realm of Culture.” *Media and Communication* 11(2): 296-306.

Week 4: Moving Forward from Cultural Industries to Creative Industries (Sept 27, 2023)

§ Hesmondhalgh, David (2019) “Chapter 13: Working Conditions and Inequalities in the Cultural Industries.” *The Cultural Industries*. London: Sage Publications.

§ de Peuter, Greig (2011) “Creative Economy and Labor Precarity: A Contested Convergence,” *Journal of Communication Inquiry* 35(4): 417-425.

Week 5: Theorize Creative Industries (Oct 4, 2023)

§ Cunningham, Stuart and Potts, Jason (2014) “Creative Industries and the Wider Economy”. In Candace Jones et al (Ed). *The Oxford Handbook of Creative Industries*. Oxford: The Oxford University Press.

§ Vinodrai, Tara and Keddy, Sean (2015) “Project and Project Ecologies in Creative Industries”. In Candace Jones et al (Eds). *The Oxford Handbook of Creative Industries*. Oxford: The Oxford University Press.

Week 6: Workshop (Oct 11, 2023)

Lecture Section:

Title: Writing Proposal for Sustainable Cultural and Creative Industries

Speaker: Dr. CA Tse.

Founder, Social Entrepreneurship School Education (SEnSE)
Director, Fullness Social Enterprises Society Limited (FSES)
Community Chair (Kowloon City), Social Enterprise Summit (SES)

Tutorial Section:

Title: Learning How to Pitch and Present Your Creative Business Ideas

Speaker: TBA.

Week 7: Entrepreneurship in Cultural Business (Oct 18, 2023)

Khaire, Mukti (2017) “Chapter Six: Creators and Producers – Making Arts, Making Markets”, In *Culture and Commerce: The Value of Entrepreneurship in Creative Industries*. Redwood City: Stanford University Press.

§ McIntyre, Phillip et al (2023) “Entrepreneurship in Gaming and IT.” In *Entrepreneurship in the Creative Industries: How Innovative Agents, Skills and Networks Interact*. Cham: Palgrave MacMillan.

Week 8: Digital Disruption (Oct 25, 2023)

§ Kawashima, Nobuko (2020) “Changing Business Models in the Media Industries.” *Journal of Media Industries* (7)1. Online document available [[here](#)]

§ Lobato, Romon (2019) Chapter Four – “Making Global Markets”. In *Netflix Nations: The Geography of Digital Distribution*. New York: New York University Press.

§ Final paper proposal due. Electronic submission to Blackboard.

Week 9: The Cultural and Creative Industries in Hong Kong (Nov 1, 2023)

§ Leung, Grace (2019) “Chapter 2: Hong Kong as the Asian Art Capital and Chapter 6: Hong Kong Cinema”, *Innovative and Creative Industries of Hong Kong: A Global City in China and Asia*. New York: Routledge.

Week 10: The Cultural and Creative Industries in China (Nov 8, 2023)

§ Flew, Terry et al (2019) “Creative Industries in China: The Digital Turn”. In Stuart Cunningham & Terry Flew (Eds). *The Research Agenda for Creative Industries*. Pp. 164-178. Northampton: Edward Elgar Publishing.

§ Lin, J. & de Kloet, J. (2022) “Platformization of the Unlikely Creative Class: Kuaishou and Chinese Digital Cultural Production.” In Hoyng Rollen & Pak Lei Chong (Eds). Pp. 115-140. East Lansing: Michigan State University Press.

Week 11: Emerging Cultural and Creative Industries in Asia (Nov 15, 2023)

§ Parc, Jimmyin and Kim, Yeogeum Yonsue (2020) “Analyzing the Reasons for the Global Popularity of BTS: A New Approach from a Business Perspective”, *Journal of International Business of Economy* 21(1): 15-36.

§ Wright, Neelam Sidhar (2017) “Chapter Five: Postmodern Bollywood”, In *Bollywood and Postmodernism: Popular Indian Cinema in the 21st Century*. Edinburgh: Edinburgh University Press.

Week 12: Student presentation & pitching (Nov 22, 2023)

Week 13: Student presentation & pitching (Nov 29, 2023)

Week 14: No Class Meeting (Dec 6, 2023)

Final paper/proposal due. Electronic submission to Blackboard.

Supplementary Reading List:

- Florida, Richard (2002). *The Rise of the Creative Class*. New York, NY: Basic Books.
- Govindarajan, Vijay et al (2012). *Reverse Innovation: Create Far from Home, Win Everywhere*. Boston: Harvard Business Press.
- Hardt, M. & Negri, A. (2000). *Empire*. Cambridge, MA: Harvard University Press.
- Hesmondhalgh, David (2019). *The Cultural Industries*. London: Sage Publications.
- Hirsch, Paul (2000). “Cultural Industries Revisited.” *Journal of Organization Sciences* 11(3): 356-361.
- Jones, Candace et al. (2014). *The Oxford Handbook of Creative Industries*. Oxford: The Oxford University Press.
- Khaire, Mukti (2017). *Culture and Commerce: The Value of Entrepreneurship in Creative Industries*. Redwood City: Stanford University Press.
- Lobato, Romon (2019). *Netflix Nations: The Geography of Digital Distribution*. New York: New York University Press.
- Miège, Bernard. (1989). *The Capitalization of Cultural Production*. New York, NY: International General.
- Schumpeter, Joseph (1976). *Can Capitalism Survive: Creative Destruction and the Future of Global Economy*. New York: Harper Perennial.
- Sicilliano, Michael (2020). *The Ambivalence of Work in Cultural Industries*. New York: Columbia University Press.

Honesty in Academic Work: A Guide for Students and Teachers:

The Chinese University of Hong Kong places very high importance on honesty in academic work submitted by students, and adopts a policy of *zero tolerance* on cheating and plagiarism. Any related offence will lead to disciplinary action including termination of studies at the University. Students must submit their assignments via VeriGuide: <http://www.cuhk.edu.hk/veriguide>.

Although cases of cheating or plagiarism are rare at the University, everyone should make himself/herself familiar with the content of this website and thereby help avoid any practice that would not be acceptable.

Section 1	What is plagiarism [http://www.cuhk.edu.hk/policy/academichonesty/p01.htm]
Section 2	Proper use of source material [http://www.cuhk.edu.hk/policy/academichonesty/p02.htm]
Section 3	Citation styles [http://www.cuhk.edu.hk/policy/academichonesty/p03.htm]
Section 4	Plagiarism and copyright violation [http://www.cuhk.edu.hk/policy/academichonesty/p04.htm]
Section 5	CUHK regulations on honesty in academic work [http://www.cuhk.edu.hk/policy/academichonesty/p05.htm]
Section 6	CUHK disciplinary guidelines and procedures [http://www.cuhk.edu.hk/policy/academichonesty/p06.htm]
Section 7	Guide for teachers and departments [http://www.cuhk.edu.hk/policy/academichonesty/p07.htm]
Section 8	Recommended material to be included in course outlines [http://www.cuhk.edu.hk/policy/academichonesty/p08.htm]
Section 9	Recommended declaration to be included in every assignment handed in [http://www.cuhk.edu.hk/policy/academichonesty/p09.htm]
Section 10	Electronic submission of term papers [http://www.cuhk.edu.hk/policy/academichonesty/p10.htm]