

COURSE DETAIL

COMMERCIALIZING CREATIVITY: A CULTURAL CRITIQUE

Country

Hong Kong

Host Institution

University of Hong Kong

Program(s)

University of Hong Kong

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

165

UCEAP Course Suffix**UCEAP Official Title**

COMMERCIALIZING CREATIVITY: A CULTURAL CRITIQUE

UCEAP Transcript Title

COMMERCIAL CREATIVE

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

The overall aim of the course is to understand how creativity works in practice in different business situations in the creative industries. Lectures and readings focus on different forms of cultural production – advertising, book publishing, ceramics, design, fashion, film, food and music - and analyze how those concerned view the concept of creativity, how they put it into practice, and how they bring different values (many of them not immediately connected with creativity as such) to bear on its evaluation. The course's disciplinary emphasis is on social anthropology and its methodological emphasis on participant-observation (often called ethnography) in order to understand the social processes that go into creativity, on the one hand, and fashion magazines, films, pots, perfumes, and ads as the products of those processes, on the other.

Language(s) of Instruction

English

Host Institution Course Number

GCIN2002

Host Institution Course Title

COMMERCIALIZING CREATIVITY: A CULTURAL CRITIQUE

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Global Creative Industries

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