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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Global Creative Industries

Course Last Reviewed

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