

COURSE DETAIL

INTRODUCTION TO MEDIA INDUSTRIES AND PRACTICES

Country

Hong Kong

Host Institution

Chinese University of Hong Kong

Program(s)

Chinese University of Hong Kong

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Film & Media Studies Communication

UCEAP Course Number

42

UCEAP Course Suffix**UCEAP Official Title**

INTRODUCTION TO MEDIA INDUSTRIES AND PRACTICES

UCEAP Transcript Title

MEDIA INDUST & PRACT

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course examines the evolving realities of the various media industries in Hong Kong, China, and beyond. The overarching questions to be discussed in the class include: How can one characterize the configuration of the contemporary media industries? What are the key trends underlying the transformation of the media industries? What are the implications of these transformations for “media workers”? What does it mean by working as a journalist, a creative content producer, an advertiser, etc. in the contemporary world and in the future? What are the communication practices involved in the various industries? What are the broader social, cultural, and political implications of the transformation of media work and media industries?

Language(s) of Instruction

English

Host Institution Course Number

COMM 1150

Host Institution Course Title

INTRODUCTION TO MEDIA INDUSTRIES AND PRACTICES

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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