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
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Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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