Course Title: Youth, Media Industries and Culture

Area of Interest: Global Issues, Humanities & Creative Industries

Time: 3 hours per day and 5 days per week

Course Description:
This course aims to introduce students to contemporary debates and the complexities of the youth media industries. It provides the basis for critical and practical analysis of the business of youth media, and the factors that differentiate it from media for adults. To illustrate and promote understanding of key concepts such as consumption and effects, youth’s entertainment, regulation, internationalisation and globalisation, this course will investigate the historical, political and cultural factors that have driven policy interventions. Regulation and policy intervention allow youth’s content and media industries to be analysed through public service interventions and non-profit initiatives as well as commercial, transnational undertakings, for example Disney, Nickelodeon, Netflix. Alongside case studies of local production for youth, the course will also look at the activities of some of the largest transnational operators in the youth’s media industries.

Learning Outcomes:
1. To identify and understand the ways in which different interpretations of youth have impacted media for the youth.
2. To apply specialised conceptual terms relevant to the study of the youth and the media, that are grounded in historical, political, cultural and economics contexts.
3. To examine the complex organisation of youth’s media industries and markets across different local, national and global contexts.
4. To evaluate the impact of the different levels of the production and distribution ecology through case study examples.

Study Load: 15 contact hours

Assessments:
Class Participation (20%)
Coursework (80%): Written Assignments + Group Project

Lesson Schedule:
Topic 1: Introduction to the Youth, Media and Culture (0.5 Lesson)
Topic 2: Youth’s Rights and Policy Interventions (1 Lesson)
Topic 3: Youth’s Media Industry Structures (1 Lesson)
Topic 4: The emergence and development of online media for youth (0.5 Lesson)
Topic 5: Pitching a youth’s media product (1 Lesson)
Topic 6: Online games cultures and youth’s media (0.5 Lesson)
Topic 7: Critical reflections on youth, media and culture (0.5 Lesson)