Course Title: Digital Economy, Media and Entertainment
Course Code: GCIN2035
Instructor: Dr. Dixon Wong

Abstract: This course provides a critical introduction to the latest development of the media and entertainment industries in the digital economy. It introduces the key approaches and perspectives to the study of the global media and entertainment industries. It invites students to examine the impact of digitalization on the production, circulation, consumption and regulation of media and entertainment content. It also interrogates the changing organization and management of the media and entertainment industries. Drawing on international and especially Asian cases, the course explains the emergence of the major digital entertainment forms today including social media, video games, online videos and live-streaming and digital animation and visual effects.