GCIN2035 Digital Economy, Media and Entertainment (Summer 2022)

Course Instructor:
Dr. Dixon Wong

Teaching Assistant:
Miss Lavender Lui

Class Hour: Monday to Friday, 2:30 pm - 5:30 pm

Course Content

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 livestreaming and digital animation and visual effects.

Learning Objectives and Outcomes

The major aim of this course is to enable students to understand the latest development of the media and entertainment industries in the digital economy. By the end of the course students should have gained an understanding of:

1) The emergence, character and form of ‘digital economy’;
2) The nature of digital economy and how it is different from gift economy and commodity economy;
3) The social, political and economic dynamics of the digital economy;
4) How the media and entertainment industries are transformed in the digital economy;
5) How the transformation of the media and entertainment industries further shapes the digital economy.

Teaching Methods

Lectures, presentations, project and class discussions.
Assessment*

Course assessment is based on class participation (10%) and coursework (90%).

A. Class participation (10%)

You are required to participate in class by attending every lecture, asking sensible questions based on the lectures and assigned readings, and answering questions put to you in class. You are also expected to participate actively in the class discussions. Attendance will be taken every class session. You should be aware that regular absences will affect your grade.

B. Coursework (90%)

- **Class presentations (20%)**
  
  You will be divided into groups, and each group is required to conduct a presentation on the assigned readings.

- **Group Project (70%)**
  
  You will be asked to form creative teams to conduct research on an entertainment industry in the digital era and deliver a final presentation and a final report.

*Further details of the assignments will be discussed during class. Please refer to the separate “Assessment Guidelines” for further information.

Indicative literature

To be announced.

Course Outline (*subjected to Change)

Day 1: Course Introduction (4/07/2022)

Day 2: Digital Economy I (5/07/2022)

General Reading:

Jordon, Tim. 2020. The Digital Economy. Cambridge, UK: Polity Press. (Chapter 1 to Chapter 4)
**Day 3: The Digital Economy II (06/07/2022)**

General Reading:


**Day 4: The Digital Economy III (07/07/2022)**

General Reading:


**Day 5: Project Research (08/07/2022)**

No lecture but you are required to conduct research for your group project.

**Day 6: Gift Economy, Commodity Economy and Digital Economy I (11/07/2022)**

General Reading:

Elder-Vass, Dave Carmen. 2016. *Profit and Gift in the Digital Economy*. Cambridge, UK: Cambridge University Press. (Chapter 1 to Chapter 4)

**Day 7: Gift Economy, Commodity Economy and Digital Economy II (12/7/2022)**

General Reading:


**Day 8: Gift Economy, Commodity Economy and Digital Economy III (13/7/2022)**

Regional Reading:


**Day 9: Guest Lecture (14/07/2022)**

Digital Arts

Speaker: To be Announced
**Day 10: Project Research (15/07/2022)**
No lecture but you are required to conduct research for your group project.

**Day 11: Digital Arts and Digital Economy (18/07/2022)**

**Day 12: E-Sport and Digital Economy (19/07/2022)**

**Day 13: Mobile Games and Digital Economy (20/07/2022)**

**Day 14: Project Research Preparation (21/07/2022)**
No class.

**Day 15: Group Presentation (22/07/2022)**