

## **GCIN2035 Digital Economy, Media and Entertainment (Summer 2022)**

### **Course Instructors:**

Miss Lavender Lui

Dr Miki Lau

**Class Hour:** Monday to Friday, 2:30pm – 5:30pm

---

### **Course Content**

This course provides a critical introduction to the latest development in 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; and
  - 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%).

- **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.

- **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

Elder-Vass, Dave Carmen. 2016. *Profit and Gift in the Digital Economy*. Cambridge, UK: Cambridge University Press.

Jordon, Tim. 2020. *The Digital Economy*. Cambridge, UK: Polity Press.

Leaver, Tama and Willson, Michele A. 2016. *Social, Casual and Mobile Games: The Changing Gaming Landscape*. New York: Bloomsbury. Retrieved from <https://www.bloomsburycollections.com/book/social-casual-and-mobile-games-the-changing-gaming-landscape/>

Lovejoy, Margot, 2004. *Digital Currents: Art in the Electronic Age*. London: Routledge.

Taylor, Nicholas T. 2010. Power Play: Digital Gaming Goes Pro. PhD thesis. *York University*.

---

## **Course Outline (\*subjected to change)**

### **Week 1**

#### **Day 1: Course Introduction (18 July 2022)**

- Provide the briefing on the course objectives, outline, and schedule
- Introduce the readings and the group research projects
- Forming groups for the readings and the group research projects
  
- Lecture: Big technologies and the digital economy

#### **Day 2: Digital Economy I (19 July 2022)**

- General Reading:  
Jordon, Tim. 2020. *The Digital Economy*. Cambridge, UK: Polity Press.  
(Chapter 1 to Chapter 4)
  - Chapter 1: The meaning of the digital economy
    - Digital economic practices and the problem of definition
  - Chapter 2: Search and advertise
    - Googling and search
    - Community, trust and privacy
  - Chapter 3: Social media: The industry of beauty wonder and grief
    - Facebook
    - Social media economic practices
  - Chapter 4: Taxis, beds, blockchains and disintermediation
    - Uber and Airbnb
    - Blockchain technologies

#### **Day 3: Digital Economy II (20 July 2022)**

- General Reading:  
Jordon, Tim. 2020. *The Digital Economy*. Cambridge, UK: Polity Press.  
(Chapter 5 to Chapter 7)
  - Chapter 5: Free stuff? Economic practices without profit
    - The WWW Consortium
    - Wikis and Wikipedia: Economic practices without economy
  - Chapter 6: Warhammer, Warcraft, just plain war: online games and digital economic practices
    - Gaming as a digital economy
    - MMOGs and other games
  - Chapter 7: What we think we know about the digital economy: profit, labour, production and consumption
    - Profit and labour
    - Playbour, prosumerism and co-evolving co-creation

#### **Day 4: Project Research (21 July 2022)**

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

### **Day 5: Digital Economy III (22 July 2022)**

- General Reading:  
Jordon, Tim. 2020. *The Digital Economy*. Cambridge, UK: Polity Press. (Chapter 8 to Chapter 10)
  - Chapter 8: The digital economy
    - Models and modelling
    - Two causations in the digital economy
  - Chapter 9: Principles for digital economic policy
    - Jurisdiction
    - Tax and labour
  - Chapter 10: Digital economic practices and the economy
    - Digital economic practices and capitalism
- Digital transformation
- Confirm the group project title

## **Week 2**

### **Day 6: Gift Economy, Commodity Economy and Digital Economy I (25 July 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)
  - Chapter 1: Introduction
    - Historical context and political strategy
    - Towards a new political economy
  - Chapter 2: Diverse economies
    - The discourse of the market economy
    - The reality of the diverse economy
  - Chapter 3: Beyond Marxist political economy
    - Modes of production
    - The labour theory of value
  - Chapter 4: Mainstream economics and its rivals
    - The neoclassical core
    - Mauss's anthropology of the gift
    - Economic sociology

### **Day 7: Gift Economy, Commodity Economy and Digital Economy II (26 July 2022)**

- General Reading:  
Elder-Vass, Dave Carmen. 2016. *Profit and Gift in the Digital Economy*. Cambridge, UK: Cambridge University Press. (Chapter 5 to Chapter 7)
  - Chapter 5: Complexes of appropriative practices
    - Practices: the unit of economic form
    - Appropriative practices
    - Complexes of appropriative practices
  - Chapter 6: Digital monopoly capitalism: Apple
  - Chapter 7: Co-operative peer production: Wikipedia

### **Day 8: Gift Economy, Commodity Economy and Digital Economy III (27 July 2022)**

- General Reading:  
Elder-Vass, Dave Carmen. 2016. *Profit and Gift in the Digital Economy*. Cambridge, UK: Cambridge University Press. (Chapter 8 to Chapter 10)
  - Chapter 8: Does Google give gifts?
    - Web search and advertising
    - Gift capitalism
    - Personalisation, privacy and power
  - Chapter 9: User content capitalism
    - Neither commodities nor wage labour
    - Securing attachment from contributing users
    - UGC businesses and conventional capitalism
    - The troublesome concept of presumption
  - Chapter 10: Conclusion
    - A moral political economy
    - A scientific political economy
    - The diverse digital economy
    - The digital gift economy
    - The digital commodity economy
    - The hybrid digital economy

### **Day 9: Project Research (28 July 2022)**

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

### **Day 10: Guest Lecture (29 July 2022)**

Webcasting and E-Sports

Speaker: **Dr Jackie Chan**, co-host of the 'Digital Catcher (數碼捕籠)' channel, which introduces new technologies and digital games. The channel launched in 2015 and broadcasts online for about 10 minutes twice a week. Additionally, Dr Chan is involved in E-Sports and brings gaming to service learning at another university in Hong Kong.

## **Week 3**

### **Day 11: Digital Arts and Digital Economy (1 August 2022)**

- General Reading:  
Lovejoy, Margot, 2004. *Digital Currents: Art in the Electronic Age*. London: Routledge.
  - Chapter 3: The electronic era and postmodernism
  - Chapter 4: Video as time, space, motion
  - Chapter 5: Art in the age of digital simulation
  - Chapter 6: Art as interactive communications networking global culture
  - Chapter 7: Transaesthetics
- Non-Fungible Token (NFT)

### **Day 12: E-Sport and Digital Economy (2 August 2022)**

- General Reading:  
Taylor, Nicholas T. 2010. Power Play: Digital Gaming Goes Pro. PhD thesis. York University.
  - Chapter 3: Literature review
    - E-sports studies
    - MMOG studies
    - Ethnographic studies of gender and gaming
    - The wide world of sports sociology
  - Chapter 5: “Think of how many people are watching this”
  - Chapter 6: Where the women aren’t
  - Chapter 7: “A silent team is a dead team”
  - Chapter 8: LANscapes of play

### **Day 13: Mobile Games and Digital Economy (3 August 2022)**

- General Reading:  
Leaver, Tama and Willson, Michele A. 2016. *Social, Casual and Mobile Games: The Changing Gaming Landscape*. New York: Bloomsbury.  
Retrieved from <https://www.bloomsburycollections.com/book/social-casual-and-mobile-games-the-changing-gaming-landscape/>
  - Part 1: The (new?) gaming landscape (Chapter 2-5)
  - Part 2: Reasons to play (Chapter 6-9)
  - Part 3: Locative play (Chapter 10-13)
  - Part 4: New markets (Chapter 14-16)
  - Part 5: Cheating, gambling and addiction (Chapter 17-18)

### **Day 14: Project Research – Presentation Preparation (4 August 2022)**

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

### **Day 15: Group Project Presentation (5 August 2022)**

The students will present in groups, and the rest of the class will attend all sections of the presentations.

Each group is required to conduct a case study of a real company or organisation processing digital economy in the media and entertainment industries.