

# Enquire Teaching Timetable

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## Course Outcome

### COMM 1150 - Introduction to Media Industries and Practices

#### Learning Outcome

By the end of the semester, students will be able to:  
-Acquire an overall understanding of the configuration of the contemporary media industries  
-Analyze the continual evolution of the media industries and media work  
-Better position themselves in terms of possible future career choices

#### Course Syllabus

(Reference only. Subject to change)  
W01 Introduction // The media industries in the era of mass communication  
W02 Digital transformation I: Media convergence  
W03 Digital transformation II: New media giants and platformization  
W04 Social change I: The pros and cons of labor flexibilization  
W05 Social change II: Globalization and localities  
W06 Journalism I: Declining business or reconfiguration?  
W07 Journalism II: Changing identities and practices  
W08 Creative media I: Cultural industries vs. creative industries  
W09 Creative media II: Creative labor and the creative identity  
W10 PR & advertising I: The idea of integration  
W11 PR & advertising II: Changing landscape for persuasive communication  
W12 Case study of a "new" media company  
W13 Social implications of media industry transformation

#### Assessment Type

	Assessment Type	Current Percent
1	Essays	25
2	Others	25
3	Project	25
4	Short answer test or exam	25

#### Feedback for Evaluation

Course evaluation

#### Required Readings

(For reference only, subject to change)  
Required readings will be collected from various journals, books, and anthologies and will be renewed on a yearly basis in response to the continual transformation of media industries and practices.

#### Recommended Readings

(For reference only, subject to change)  
Bauman, Z. (2005). Liquid life. Cambridge: Polity.  
Curtin, M., & Sanson, K. (eds.) (2016). Precarious creativity: Global media, local labor. CA: University of California Press.  
Deuze, M. (2007). Media work. Cambridge: Polity.  
Flew, T. (2013). Global creative industries. Cambridge: Polity.  
Haven, T., & Lotz, A. (2016). Understanding media industries, 2nd Edition. Oxford: Oxford University Press.  
Kung, L. (2015). Innovators in digital news. London: I. B. Tauris & Co.  
Tong, J. R., & Lo, S. H. (eds.) (2017). Digital technology and journalism: An international comparative perspective. Cham, Switzerland: Palgrave MacMillan.  
Turow, J. (2011). The daily you: how the new advertising industry is defining your identity and your worth. New Haven: Yale University Press.