



2020

Media Industries: Trends and Strategies (CM2050)

TIMETABLE

Praktische informatie

Cursuscode

CM2050

Studiepunten

5 EC

Voertaal

Engels

Thema's

- Bachelor 2 - International Bachelor Communication and Media
- Bachelor 3 - International Bachelor Communication and Media

Aanmeldprocedure

IBCoM students, **Elective** and **Exchange** students via OSIRIS Case ("IBCoM Studyplan Term X").

Secretariaat

Education Office ESHCC, M7-31, 010-4082482, educationoffice@eshcc.eur.nl

Cursusbeschrijving

Inhoud

Media industries have experienced radical changes in recent years as a result of new digital technologies and distribution platforms (e.g. gaming, the internet, mobile platforms etc.). For companies, workers and policymakers operating within media industries, these changes have severely impacted their operations: previously separated media markets have converged, new media products and business models have been developed, and users are no longer passive consumers but are actively peer producing content (so called user generated content). This seemingly chaotic period media



impacted their operations: previously separated media markets have converged, new media products and business models have been developed, and users are no longer passive consumers but are actively peer producing content (so called user generated content). This seemingly chaotic period media industries find themselves in is the starting point of this course.

During the course, students will familiarize themselves with the latest trends and developments in the media industries. We will start with theoretical foundations that are crucial for understanding and researching media industries and media innovation. We will then turn our attention to trends in the media industries, and discuss how these trends impact the strategic behavior of industry actors (companies, audiences, policymakers). In addition to discussing literature, we will also use guest lectures and online material (e.g. videos) to discuss trends and strategies within the media sector.

Note:

- *The course will be cancelled if there are less than 10 students. The maximum number of participants is 25. IBCoM students take priority over other students.*

Leerdoelen

Students have knowledge and understanding of:

- Key concepts, approaches, developments, trends, problems and governance in theory and empirics of media industries and media innovation,
- Key analytical tools to define and study media industries
- Key analytical tools to define and study media innovation

Students have developed skills to:

- Reflect critically on the theoretical viewpoints and research materials presented in class
- Critically reflect upon developments in media industries and assess their impact and newness.
- Analyse current developments and strategies in the media industries using theories and concepts covered in the course



Studiematerialen



Verplicht materiaal

- Boek
Havens, T. & A. Lotz (2017). Understanding Media Industries. Oxford: Oxford University Press
- Boek
Readings via Canvas and online resources

Werkvormen



Werkvormen

- Seminar

Onderwijsperiode



Inschrijfperiodes

- **Blok TERM 2**
Start onderwijs 9 november 2020

Docenten



Contactpersoon



Contactpersoon

- **PM Leendertse, MA**

Docent

- **PM Leendertse, MA**

Toetsen



Toetsvorm

assignments and paper

Extra informatie

Disclaimer: this information is subject to alteration. Always check the course manual for the up to date details.

Toetsen (resultaat in OSIRIS)

- **Attendance**
Weging 0
- **Final paper**
Weging 70
- **Group Assignment**
Weging 15
- **Group Presentation**
Weging 15