

## SCHOOL OF MODERN LANGUAGES AND CULTURES

### GLOBAL CREATIVE INDUSTRIES

The creative industries have become one of the fastest-growing and increasingly influential sectors of the global economy. The Global Creative Industries Major constitutes an interdisciplinary framework to the study of the complex relation and interaction between commerce and culture. It examines and analyzes the intertwined cultural, economic, social and political forces behind the commercialization of creativity and the culturalization of commerce at an industry-level. Through its global and comparative emphasis, the programme aims primarily to engage students in examining different perspectives on culture and to reflect critically on its changing roles, forms and contents in today's society in which culture and commerce increasingly overlap with each other.

This programme provides an East-West global framework to the comparative study of the creative industries in Asia and the West. It provides students with a panoramic view of the emergence, development and prospect of the creative industries at the global, regional, national as well as local levels. It aims to examine the broader system of production, distribution, marketing, consumption, and regulation of the key creative industries including but not limited to advertising, fashion, art, antiques and crafts, publishing, music, performing arts, digital entertainment, design, film and video, software and computing, and television and radio. It covers topics ranging from the cultural critique on the development of the creative industries, the examination of the process of cultural production to the assessment of cultural policy to provide students chances to explore and analyze the interplay of culture, business and politics.

A major in Global Creative Industries consists of a prerequisite core course (**GCIN1001**) and 12 other introductory credits from any Arts programme(s) normally taken in the first year, and 54 credits taken in the remaining years of the programme. These 54 credits consist of 24 credits of core courses (**GCIN2001**, **GCIN2002**, **GCIN2003** and **GCIN4001**), 6 credits of an Entrepreneurship Foundation course (**GCIN2015** or **GCIN2016** or **GCIN2026**) and a further 24 credits of elective courses listed below. **GCIN4001** is the capstone course designed to allow students to advance their analytical thinking by permitting the application of disciplinary knowledge and principle.

A minor in Global Creative Industries consists of the 6-credit prerequisite core course (**GCIN1001**) and other courses in the programme, including 12 credits of core courses (**GCIN2001** or **GCIN2002** and **GCIN2003**) and a further 18 credits of elective courses as listed below totaling 36 credits.

#### Major (72 credits)

A major in Global Creative Industries consists of 72 credits with the following components:

- **Prerequisites courses (6 credits):**  
GCIN1001. Introduction to global creative industries (6 credits)  
*This course will be offered to undergraduates in Year 1 or 2 only.*
- **Other Arts Faculty introductory course to be taken from any Arts programmes (12 credits)**
- **Core courses (24 credits):**  
*Global Creative Industries courses:*  
GCIN2001. Creative industries in practice: Labor, organization and management (6 credits)  
GCIN2002. Commercializing creativity: A cultural critique (6 credits)  
GCIN2003. Cultural policy: A complex marriage of business, politics and culture (6 credits)  
GCIN4001. Global creative industries research project (capstone experience) (6 credits)

- **Entrepreneurship Foundation courses (6 credits):**  
GCIN2015. Entrepreneurship in creative industries (6 credits)  
or  
GCIN2016. Financing for creative industries (6 credits)  
or  
GCIN2026. Applied law to creative industries and laws: An introduction (6 credits)
- **Interdisciplinary elective courses (24 credits):**  
Elective courses totally 24 credits selected from the list below.
- **Capstone experience course:**  
GCIN4001. Global creative industries research project (capstone experience) (6 credits)  
*This course will be offered to undergraduates in their fourth year.*

*NB 1: The capstone course designed to allow students to advance their analytical thinking by permitting the application of disciplinary knowledge and principles learned in the earlier years.*

*NB 2: Students may take Introductory Level courses at any point in their degree.*

### **Minor (36 credits)**

A minor in Global Creative Industries consists of 36 credits with the following components:

- **Prerequisite courses (6 credits):**  
GCIN1001. Introduction to global creative industries (6 credits)  
*This course will be offered to undergraduates in Year 1 or 2 only.*
- **Core courses (12 credits):**  
{ GCIN2001. Creative industries in practice: Labor, organization and management (6 credits)  
or  
GCIN2002. Commercializing creativity: A cultural critique (6 credits) }  
GCIN2003. Cultural policy: A complex marriage of business, politics and culture (6 credits)
- **Interdisciplinary elective courses (18 credits):**  
Elective courses totally 18 credits selected from the list below.

### **Core Courses**

#### **GCIN1001. Introduction to global creative industries (6 credits)**

This introductory course will adopt an interdisciplinary approach to examine significant and complex issues related to the emergence, development and prospect of the global creative industries. This course is a prerequisite for all students intending to declare a major or minor in Global Creative Industries, but it is also suitable for anyone seeking a broad understanding of the interplay between culture and creative economy.

We will examine the concept of the ‘global creative industries’ by offering a brief overview of the industries of advertising, art, fashion, antiques and crafts, publishing, music, performing arts, digital entertainment, design, film and video as well as television and radio. We will survey and identify the key players and characteristics of the emerging global creative economy by exploring the development of creative industries in different regions, such as East Asia, North America and Europe. We will also analyze the impact and implication of the growth of global creative industries on the role and function

of culture in society today. Our goal is to help students examine and reflect critically on the cultural, economic, social as well as political forces that shape the form and content of global creative industries.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2001. Creative industries in practice: Labor, organization and management (6 credits)**

This course is required of all students intending to major in Global Creative Industries. It examines the actual operation and practices of the cultural and creative industries. We will investigate the roles of cultural worker, the complex organizational networks of the industries as well as the management principles of people, resources and creativity embedded in the production system. We will analyze and explain the social logics of a variety of prevailing business models of public and private cultural enterprises. We will discuss theoretical and practical issues facing entrepreneurs, artists and managers in the industries, for instance, funding, piracy, sustainability and marketing and branding. Our goal is to help students understand the concrete details of the division of labor, institutional arrangement and business principles of the global creative industries and challenge them to seek new solutions to the existing problems.

Prerequisite: **GCIN1001**

Assessment: 100% coursework

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### **GCIN2002. Commercializing creativity: A cultural critique (6 credits)**

This course is required of all students intending to major in Global Creative Industries. This course will provide students an in-depth understanding of the mechanism of production, circulation, consumption, regulation and representation of the global creative industries. We will examine the process of commercialization of creativity and culture. We will focus particularly on how cultural products are being produced, branded and reproduced at the industry-level. By drawing examples from a variety of areas such as Korea, China, Hong Kong, Japan, America and Europe, we will demonstrate how the business activities of the creative industries are shaped by and reshaping respective cultural traditions. Our goal is to encourage students to critique the increasingly complex relationship and interaction between culture and commerce.

Prerequisite: **GCIN1001**

Assessment: 100% coursework

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### **GCIN2003. Cultural policy: A complex marriage of business, politics and culture (6 credits)**

This course is required of all students intending to major or minor in Global Creative Industries. This course will examine the relationship between cultural policy and the development of the global creative industries. We will analyze why and how the state intervenes in the production, distribution and consumption of cultural goods and ideas. We will trace the development of cultural policies in different countries through a comparative approach. We will also explore the impact and limitation of national cultural policy in the global arena. Our goal is to help students identify and explain the complex interaction among business, politics and culture behind the operation of the global creative industries. Taught within a seminar type framework, students will be encouraged to select, in consultation with a staff member, a country or an area of focus for deeper examination.

Prerequisite: **GCIN2001 or GCIN2002**

Assessment: 100% coursework

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### **Capstone Experience Course**

**GCIN4001. Global creative industries research project (capstone experience) (6 credits)**

Students in this course pursue independent research and produce a research paper under the supervision of a teacher in Global Creative Industries. Students will be expected to explore in depth a topic of interest to them in relation to the development of the global creative industries and the interaction between culture and commerce. We will provide a research skills workshop for students undertaking this course.

Prerequisite: **GCIN2001 and GCIN2002**

Assessment: 100% coursework

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**Entrepreneurship Foundation Courses****GCIN2015. Entrepreneurship in creative industries (6 credits)**

Creative entrepreneurs bridge the gap between arts/culture and economy/consumption. They are keys in defining what culture to be consumed and promoted. This course discusses the most critical essences of a successful Creative entrepreneur. It showcases a holistic approach of entrepreneurial process and the importance of creativity and innovation in modern cultural industrial world. Through this interdisciplinary program that covers theoretical and functional areas of recent development in global and China creative industries, together with coherent and detailed knowledge of creative entrepreneurship, students will learn how creative ideas, inventions, and skills are generated and transformed into commercial and social ventures. Special emphasis will be placed on China context where the industry is undergoing a booming time.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2016. Financing for creative industries (6 credits)**

Cultural industries often receive many supports from the government. However, what makes a creative enterprise grow is its ability to get strong financial supports in the market. As the cultural industries are characterised by a high level of volatility and a strong dependence on human capital, its fundraising solutions are unique and innovative. This course discusses and examines different financing solutions to high-growth creative industries and how they are different from the traditional solutions for manufacturing-based industries. With in-depth discussions on theories and case studies, students will have gained comprehensive understanding on business plan evaluation, economics of different financial solutions for creative industries and the key to a successful financing. Students will be also encouraged to critically examine the interplay of cultural, economic and governmental influences upon financing effectiveness. Special attention will be placed on China where the industries are booming.

This course is designed for non-business major students who are assumed to have limited background in fundamental concepts and practices of financing. Interaction is encouraged in classes, and fundamental theories are followed by practical suggestions and opportunities to apply them to the case studies discussed in class.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2026. Applied law to creative industries and laws: An introduction (6 credits)**

The development of creative industries requires a business-friendly environment plus a legal environment which respect the rule of law. This course explores the changing interface between the creative industries and law. By studying the fundamental legal principles behind the economic development of the creative industries such as contracts, the company, competition and intellectual

property, students will be able to learn about how the changes in laws may facilitate or hamper the business environment for creative industries, or whether these laws may stimulate more creativity in the work place or hinder the creativity by putting more legal restrictions. Apart from Hong Kong materials, discussion may also be extended to some jurisdictions such as Greater China region and Asia Pacific countries.

Prerequisite: Nil

Assessment: 100% coursework

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### **Interdisciplinary Elective Courses**

Majors must select courses totaling 24 credits from the following list of electives with at least 6 credits from each category.

Minors must select courses totaling 18 credits from the following list of electives with at least 6 credits from each category.

*{Note:*

*Not all courses are offered in a given semester; students should check with individual units on course availability; students should also check on course prerequisites and other enrollment restrictions.}*

#### **GCIN2005. Internship in global creative industries (6 credits)**

This course enables students to understand the creativity and innovation process of cultural production. It gives students chances to experience the practical business environment through onsite work and interaction with creative and support personnel in creative institutions and companies. Students are required to complete a report which examines the socio-cultural factors which affect the business strategies and success of the creative enterprises. The major aim of the course is to develop students' in-depth understanding of the interplay among the business operation of the creative industries and other social, cultural and political forces. Students intending to undertake this course have to pass the assessment for the confirmation of placement.

Prerequisite: **GCIN2001**

Assessment: 100% coursework

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#### **GCIN2006. Fashion and luxury: Cultural and organizational dynamics (6 credits)**

This course enables students to study the cultural and organizational dynamics of the fashion and luxury industry to understand the economic, social, cultural and material processes that underpin the whole industry. Through an in-depth and comparative study of the creative processes, technology adaptation, value chains, overall organizational structures, and consumer images of the industry, the course aims to engage students in a critical discourse on the complex interplay between the economic and cultural forces which drive the development of the fashion and luxury industry in the global market.

Prerequisite: Nil

Assessment: 100% coursework

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#### **GCIN2007. Film and media: Cultural and organizational dynamics (6 credits)**

This course enables students to study the cultural and organizational dynamics of the film and media industry to understand the economic, social, cultural and material processes that underpin the whole industry. Through an in-depth and comparative study of the creative processes, technology adaptation, value chains, overall organizational structures, and consumer images of the industry, the course aims to

engage students in a critical discourse on the complex interplay between the economic and cultural forces which drive the development of the film and media industry in the global market.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2008. Advertising: Cultural and organizational dynamics (6 credits)**

This course enables students to study the cultural and organizational dynamics of the advertising industry to understand the economic, social, cultural and material processes that underpin the whole industry. Through an in-depth and comparative study of the creative processes, technology adaptation, value chains, overall organizational structures, and consumer images of the industry, the course aims to engage students in a critical discourse on the complex interplay between the economic and cultural forces which drive the development of the advertising industry in the global market.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2009. Art worlds: Aesthetics, money, and markets (6 credits)**

The overall aim of the course is to analyse and understand the functioning of art worlds in a global context. It is taught primarily by lectures, with accompanying tutorials, and focuses on the different attitudes and values brought to bear on art works by different people in an art world. Because such works are not just appreciated in aesthetic and historical terms, but are also traded as part of an art market, the course seeks to tease apart the strictly cultural and aesthetic from other, social and economic, aspects that affect the production, distribution and consumption of art works.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2010. Fairs, festivals and competitive events (6 credits)**

The overall aim of the course is to analyse and understand the function of fairs, festivals, and other competitive events in the creative industries. It is taught primarily by lectures, with accompanying tutorials, and focuses on the different values that people in different creative industries bring to bear during the course of their work. In this respect, the course seeks to tease apart the strictly economic from other, more cultural aspects that go into the production, distribution and sales of cultural goods.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2011. Understanding Hong Kong TV industry (6 credits)**

This course provides a critical overview of the Hong Kong TV industry. Watching TV has been a major entertainment for Hong Kong people since Rediffusion TV started up in 1957. The controversies resulting from the new TV licenses in 2013 shows that the Hong Kong TV industry, while gradually declining from its glorious past, still matters to many locals as more than a mere entertainment option. The course starts with an introduction to Television Studies, before shifting its focus to Hong Kong. The course traces the history and development of the local TV industry, and provides an overview of the process of creation, production, circulation, and consumption of TV programmes in Hong Kong. Attention will be also paid to local and overseas TV dramas, using case studies to critically examine how these TV dramas have shaped and re-shaped values and identities in Hong Kong society.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2012. Introduction to video games studies (6 credits)**

This course is an introduction to the exciting new field of video game studies. The course starts with tracing the historical background and recent development of the video game industry, followed by discussions on the major methods and approaches used to analyze video games as a cultural product. Through in-depth and comparative study of video games in social, economic, aesthetic, psychological, and gender perspectives, the course aims to engage students in a critical discourse on the major debates surrounding the medium.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2013. Understanding Japanese video game industry (6 credits)**

This course is a critical overview of the Japanese video game industry. Once a dominant force in video game industry, the Japanese video game developers are now facing stiff challenges from both the overseas developers and other emerging media of entertainment. The course starts with tracing the history and development of the industry, followed by an overview of the process of creation, development, marketing, circulation, and consumption locally in Japan. Then the focus will be shifted across the borders, examining how Japanese video game products adapt and compete in the overseas markets according to different local social, economic, and cultural circumstances.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2014. Communication strategies in advertising (6 credits)**

This course examines the cultural and social dynamics of advertising industry in a global context. By studying various cultural differentiators when developing competitive branding and advertising strategies, this course adopts a local setting to evaluate cultural and social impacts on the development of international advertising strategy. With in-depth case analysis of successful global and emerging brands, students will be able to identify the unique set of opportunities and challenges faced by advertising industry under a global arena. The course also enables students to differentiate between various advertising creative strategies, appeals and execution approaches that are culturally bounded.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2017. Luxury markets in East Asia (6 credits)**

The course examines and compares the development of the luxury markets in different regions in East Asia including Hong Kong, Taiwan, China, Japan and Korea. Through in-depth case studies, the course enables students to analyze various branding and marketing, business management, pricing and product assortment strategies of luxury brands operating in East Asia. This course aims at enabling students to identify the cultural specificity of the production, circulation and consumption of luxury goods in East Asia and to reflect on the cultural concepts of pleasure and beauty embedded in the specific industrial and social contexts.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2018. Publishing industry in digital age (6 credits)**

The Media Publishing industry, including traditional printed media, multimedia sectors, web publishing, social media, has evolved tremendously in recent years. Technology has made a major impact in this evolution. News publishing, used to be owned by a privileged few in the past, is now available to everyone with a few clicks on his smartphone. Through in-depth discussions on concepts, sharing by industry experts and case studies, the course aims to give students a comprehensive understanding of how the industry is evolving in the Internet age. It is also designed to inspire students to critically examine how new media, including multimedia, social media, and mobile lifestyle have affected media publishing. Special emphasis will be placed on Web 2.0 culture context where the reader has become the publisher. This course is designed for non-business or non-journalism major students who are assumed to have a limited background in fundamental concepts and practices of media publishing. Interaction is encouraged in classes, and fundamental theories are followed by practical suggestions and opportunities to apply them to the case studies discussed in class.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2019. The arts entrepreneurship in Hong Kong (6 credits)**

Students will learn from a variety of art professionals about their roles in the creative industry and how they earn their living in Hong Kong. They will need to critically evaluate the industry structure from different theoretical frameworks, formulate their own ideas and learn how to function in a sustainable way in Hong Kong society. By the end of the course students should be able to assess the structure of an individual organization, the industry and how it functions in the broad economic, cultural and social system.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2020. New media and social media (6 credits)**

Digitalization has become a central part of consumer life and the business world. Our economy, society and culture are being significantly shaped by the development of digitalization and the Internet. Nowadays, new media and social media have become two very important pillars of marketing and management practices for both consumer and business, from hiring to reputation management to customer service. Different forms of new media, including QR codes, Facebook page, Google+, Pinterest and Amazon, etc. are dramatically changing creative processes, technological development, value chains, buying behavior and customer service in our society. The course aims to provide students with an insight into how new media and social media affect consumers and the society, as well as the cultural and organizational dynamics of the business world.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2021. Creative industries, supply chain management and business model innovations (6 credits)**

This course will provide students with an in-depth understanding of the role of creative industries in modern supply chain management, and business model innovations. We will examine the flow and process of supply chain management which includes product design and development, raw material sourcing, vendor selection, manufacturing, quality control, logistics, distribution and retailing. We will



focus particularly on how creative industries play their roles in each node of the supply chain. By drawing examples from a variety of companies and field experiences from practicing experts, our goal is to demonstrate to students and encourage them to critique the increasingly complex relationship and interaction between creative industries and supply chain management. Guest speakers will be invited to share field experiences, where and when necessary.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2022. Understanding fashion from interdisciplinary approaches (6 credits)**

Fashion is not a discipline but a “field”. It is connected dynamically with many disciplines and/or areas. This course aims to provide students with a full and basic comprehension of fashion from different interdisciplinary approaches through lectures, external guest speakers’ seminars, workshops, and visits to museums, theatres, design studios and companies. The interdisciplinary approaches will broaden the views of the students about fashion, and their understanding of how fashion has been shaping the other aspects of the creative industry and society and vice versa.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2023. Fashion entrepreneurship (6 credits)**

The fashion industry does not only need good designers but also entrepreneurs who understand the language of design and designers. This course aims to provide the fundamental knowledge, skills and values to students who have the desire to become fashion entrepreneurs in the future, with a focus on start-up and small-scale business. The course will be taught through lectures, but will also include external guest speakers’ seminars, workshops, projects on practical fashion businesses, visits to fashion companies / boutiques, exhibitions and fashion shows.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2024. Design management in fashion industry (6 credits)**

Design plays a significant role in distinguishing the creative industry from other industries. Not everyone can become a designer, but for people who work in the creative industry they shall understand the terms, concepts and strategies of design. This course offers to students an opportunity to learn the key terms, concepts and processes of design in the fashion industry, and how to establish design strategy, manage the design processing and evaluate the outcome of design. The course will be taught through lectures, seminars, workshops, visits to design studios and engagement in practical design projects.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2025. Strategic fashion branding and marketing (6 credits)**

This course allows students to learn the strategic theory and practices of branding and marketing in the fashion industry through lectures, external guest speakers’ seminars and visits to fashion boutiques, design studios and fashion companies. The course covers consumers’ behavior, branding through products development, fashion communication strategy, fashion advertising, celebrity endorsement, marketing events, public relations and sales promotion.

Prerequisite: Nil  
 Assessment: 100% coursework

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**GCIN2027. Intellectual property, knowledge and creativity: Mapping out the legal issues (6 credits)**

The legal principles on the protection of international intellectual property form the basis of the values of creativity goods. These also provide the framework for national protection of intellectual property, though adaptations may be necessary taking into account of the different path of economic development in different countries. This course aims to provide basic legal principles of the international intellectual property rights protection at international level, such as the protection under TRIPs and WIPO. In addition, international and regional institutions aiming at protecting intellectual property rights would also be closely examined. Finally, in consideration of the technological innovations, this course will also examine the ways how different government authorities deal with on-line privacy and digital law enforcement.

Prerequisite: **GCIN2026**  
 Assessment: 100% coursework

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**GCIN2028. Understanding Asian cinema: History, culture, and industry (6 credits)**

The course seeks to introduce students to the history, culture, and industry of film in the Asian region, and focuses in particular on the socio-cultural relations linking the production, circulation, and appreciation of films with history, politics, business, organizations, people, and money. It is taught primarily by lectures and class work, and is attentive to the cinematic worlds in China, Korea, Hong Kong, Japan, India, among others, comparing what we find there with standard readings on cinema in Europe and the United States. It thus looks at how local/regional variations can be found in the organization and practices of different film worlds, and tries to explain why they exist. In the long-term, the course serves as a foundation for those who wish to pursue a career in film and media by familiarising them with the special dynamics of the world of cinema, alerting them especially to the challenges of managing creative people, creative works, production contexts, and their accompanying ideologies.

Prerequisite: Nil  
 Assessment: 100% coursework

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**GCIN2029. Understanding video games: How to design popular culture (6 credits)**

The course looks at how elements in video games are drawn from existing popular culture and other cultural products, and focuses in particular on the socio-cultural relations linking gaming with social values, cultural beliefs, art and literature, politics, and money. It is taught primarily by lectures and class work, and is attentive to both commercial and independent video games, comparing what we find there with elements found in other established forms of culture, modern or traditional, commercialized or independent. It thus looks at how video games are embedded in a larger and deeper context of cultural organization and practices that brings together different worlds, and tries to explain why they took a certain form, and why they are so popular and successful.

Prerequisite: Nil  
 Assessment: 100% coursework

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**GCIN2030. Asian art markets: Global markets and regional dynamics (6 credits)**

The course looks at how art markets function in the Asian region nowadays. We will focus in particular

on the specific socio-cultural relations linking creativity and aesthetics with business, organizations, people, politics, and money in countries in Asia, and how these factors combined affect their influences in the global art scene. It is taught primarily by lectures and class work, and is attentive to art worlds in China, South Korea, Hong Kong, India, Thailand, and Japan, comparing what we find there with literature on art markets in Europe and the United States. It thus looks at how local/regional variations can be found in the organization and practices of different art worlds in the Asian region, and tries to explain why they exist. In the long-term, the course serves as a foundation for those who wish to pursue a career in art by familiarising them with the special dynamics of art worlds, especially of the emerging art markets of Asia, alerting them especially to the challenges of managing creative people, artworks, and their accompanying cultural and political ideologies.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2031. Reinventing tradition: Cultural production in contemporary China (6 credits)**

This course aims to examine how tradition is being reinvented, represented, reproduced and received in the process of cultural production in contemporary China. The course focuses on examining how the emergence and development of the cultural and creative industries in China have been underpinned by the emphasis on the notion of 'Chinese traditional culture'. The course will be divided into four parts. In the first part, it examines the discourse on Chinese traditional culture in relation to the geopolitics of China. In the second part, the course investigates the changing role of cultural tradition in relation to the emergence of the discourses on the cultural and creative industries and on soft power in China. In the third part, it focuses on explaining how different forms of traditional cultures such as tea, martial arts, Chinese opera, Chinese medicine and other crafts and arts have undergone rapid marketization and industrialization in the last two decades. In the final part, the course illustrates the process of how traditional cultures have been branded and marketed as cultural products in China by comparing different real-life case studies. The goal of the course is to enable students to understand the process of commercialization of tradition in contemporary China.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2032. The tea industry in China: Aesthetics and market (6 credits)**

This course provides students an in-depth understanding of the social, economic and cultural dynamics of the tea industry in China. The course enables students to examine the tea industry through a creative industry approach, that is, to examine tea as a cultural product embodying the symbolic and economic dimensions. Students will have the chance to learn about the development of the Chinese tea culture, the emergence of the tea industry and the recent rebranding of the tea industry as a form of cultural industry in China. The course will investigate the business model and organizational dynamics of the tea industry in China and illustrate how the notion of aesthetics has informed and is in turn being shaped by the economic process. The course will encourage students to critically analyse the interaction between culture and business through discussing controversial issues such as tea tourism, commercialization of tradition and fairness in trade.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2033. Gender and Creative Industries: An introduction (6 credits)**

This course investigates the gender issues in the creative and cultural industries. The creative and cultural industries cover the business-related industries such as films, TV, video and music industries, but also cover the cultural sectors such as museums, galleries and libraries. However, given that a large

number of female workers and activists are working in the creative industries, the problem of unequal opportunities for men and women still exists. Women are still often perceived to be less creative than men. The unequal and unnoticed life of the women are often obscured by the high-profiled and highly-paid male workers who would normally assume the leadership roles in the creative industries. Further, the gender-related barriers that exist in other industry sectors are also prevalent within the creative and cultural sectors. The key issues in the creative industries are exemplified by the opportunity gap, wage gap and perception gap. By analysing the development of selected sectors of the creative industries, this course would explore the discriminatory issues relating to gender and the ways and means to narrow the inequality between men and women.

Prerequisite: Nil

Assessment: 100% coursework

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#### **GCIN2034. Political communication, cultural policy and creative industries (6 credits)**

This course provides an overview of political communication theories, modes, means and institutions, aiming to understand the role of communication, media and public relations in the political context. Key areas covered by the course include prevalent political communication theories, trends, the role and impact of communication in the public opinion process, elections, debates, political campaigning and advertising, art and visuality, and popular culture.

Prerequisite: Nil

Assessment: 100% coursework

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#### *List of electives from other Faculties/Schools*

##### **Category A: Culture and Social Context**

##### I. Faculty of Arts

###### *School of English*

ENGL2138. Language and globalization (6 credits)

LCOM2005. Language, communication and globalization (6 credits)

###### *School of Humanities*

CLIT2050. Globalization and culture (6 credits)

FINE2056. Museum studies workshop (6 credits)

FINE2061. Contemporary Chinese art: 1980s to the present (6 credits)

FINE2079. History and theory of fashion (6 credits)

FINE3013. Hong Kong art workshop (6 credits)

FINE3022. Visual culture of modern Japan (6 credits)

GEND2004. Gender in visual and material culture (6 credits)

###### *School of Modern Languages and Cultures*

GCIN2006. Fashion and luxury: Cultural and organizational dynamics (6 credits)

GCIN2007. Film and media: Cultural and organizational dynamics (6 credits)

GCIN2008. Advertising: Cultural and organizational dynamics (6 credits)

GCIN2020. New media and social media (6 credits)

GCIN2031. Reinventing tradition: Cultural production in contemporary China (6 credits)

HKGS2009. We are what we eat: Hong Kong food and foodways (6 credits)

HKGS2012. Shop till you drop: the symbols of consumer culture in Hong Kong (6 credits)

ITAL2023. Italian lifestyle and culture (6 credits)

JAPN2058. Understanding popular culture in Japan (6 credits)

SINO2008. World heritage in Asia (6 credits)

## II. Faculty of Social Sciences

- GEOG2057. Leisure and recreation in modern society (6 credits)
- SOCI2015. Hong Kong popular culture (6 credits)
- SOCI2053. Youth culture (6 credits)
- SOCI2055. Tourism, culture and society (6 credits)
- SOCI2089. Japanese consumer society and popular culture (6 credits)

### **Category B: Creativity and Cultural Form**

## I. Faculty of Arts

### *School of English*

- ENGL2103. Language and digital media (6 credits)
- ENGL2167. Theatre and the world (6 credits)
- LCOM2004. Language, communication and the media (6 credits)
- LCOM2007. Visual communication (6 credits)

### *School of Humanities*

- MUSI2015. Popular music (6 credits)
- MUSI2044. Film music (6 credits)
- MUSI2055. Chinese opera (6 credits)
- MUSI2079. Introduction to arts administration (6 credits)
- MUSI2084. Books, images, and artifacts: historical sources for Asian music (6 credits)
- MUSI3037. Opera (capstone experience) (6 credits)

### *School of Modern Languages and Cultures*

- AMER2022. What's on TV? Television and American culture (6 credits)
- AMER2033. Asia on America's screen (6 credits)
- AMER2038. American film, from Golden-Age Hollywood to New Hollywood and beyond (6 credits)
- AMER2045. Film beyond the mainstream: American art cinema (6 credits)
- EUST2015. From cinema to society: Understanding Europe through film (6 credits)
- FREN3033. French popular music (6 credits)
- GCIN2009. Art worlds: Aesthetics, money, and markets (6 credits)
- GCIN2010. Fairs, festivals and competitive events (6 credits)
- GCIN2012. Introduction to video games studies (6 credits)
- GCIN2022. Understanding fashion from interdisciplinary approaches (6 credits)
- GCIN2028. Understanding Asian cinema: History, culture, and industry (6 credits)
- GCIN2029. Understanding video games: How to design popular culture (6 credits)
- GCIN2033. Gender and Creative Industries: An introduction (6 credits)
- GCIN2034. Political communication, cultural policy and creative industries (6 credits)
- JAPN2031. The media and Japan (6 credits)
- JAPN2082. Japanese film and society (6 credits)
- JAPN3039. Japanese popular music and Hong Kong society (6 credits)

## II. Faculty of Social Sciences

- SOCI2006. Critical issues in media studies (6 credits)
- SOCI2077. Media, culture and communication in contemporary China (6 credits)
- SOCI2080. Media and culture in modern societies (6 credits)
- SOCI2085. Understanding media (6 credits)
- SOCI2086. Sociology of art (6 credits)

### **Category C: Industry and Business Behavior**

## I. Faculty of Arts

### *School of Modern Languages and Cultures*

- GCIN2005. Internship in global creative industries (6 credits)
- GCIN2011. Understanding Hong Kong TV industry (6 credits)
- GCIN2013. Understanding Japanese video game industry (6 credits)
- GCIN2014. Communication strategies in advertising (6 credits)
- GCIN2017. Luxury markets in East Asia (6 credits)
- GCIN2018. Publishing industry in digital age (6 credits)
- GCIN2019. The arts entrepreneurship in Hong Kong (6 credits)
- GCIN2021. Creative industries, supply chain management and business model innovations (6 credits)
  
- GCIN2023. Fashion entrepreneurship (6 credits)
- GCIN2024. Design management in fashion industry (6 credits)
- GCIN2025. Strategic fashion branding and marketing (6 credits)
- GCIN2027. Intellectual property, knowledge and creativity: Mapping out the legal issues (6 credits)
  
- GCIN2030. Asian art markets: Global markets and regional dynamics (6 credits)
- GCIN2032. The tea industry in China: Aesthetics and market (6 credits)
- JAPN2010. Japanese business: an anthropological introduction (6 credits)
- JAPN2052. Business strategy in Asia: Japan and China (6 credits)

## II. Faculty of Business and Economics

- MKTG3501. Consumer behaviour (6 credits)
- MKTG3511. Advertising management (6 credits)
- MKTG3523. Global marketing (6 credits)
- MKTG3525. Services marketing (6 credits)