

Title: Culture & Creative Industries
Code: DMC-403
Semester: 7th
Rating: 3 Credit Hours

DMC-403: Culture & Creative Industries

3 Cr. Hrs

Course Description:

The nature of culture in capitalism is industrial. The content for different media platforms is created, published and broadcasted on all available platforms. The emergence of digital media is changing the industrial dynamics of culture and creative industries around the world. These aspects have profound effects in individual; community and social lives. This course discusses these topics related to these ideas.

Learning Outcomes:

The student will be able to

- Develop the understanding of classical concepts of culture industry for digital platforms.
- Critically analyze the cultural consumption patterns of digital consumers.
- Deliberate and analyze the effects of digital media on local cultural patterns.

Courses Outline:

1. Cultural industry
2. Marx ideas on culture
3. Theodor Adorno on culture
4. Work of Stuart Hall
5. Theories on culture
6. Culture artefacts on social media
7. Political economy of culture
8. Marketing cultural products on social media
9. Modernity
10. Post modernism
11. Understanding cultural economy
12. Introducing Edward said ideas
13. Rise of digital culture
14. Cultural consumption in digital era
15. Celebrity culture and digital platforms
16. major issues and debates in the cultural and creative industries;
17. structure and dynamics of contemporary cultural and creative industries;
18. Thinking Culture and Creativity
19. Digital media and Cultural Management
20. Culture of Engagement

Suggested Readings:

- Lim, L., Lee, H. (2020). Routledge Handbook of Cultural and Creative Industries in Asia. NY: Taylor & Francis.
- Asante, M. K., Miike, Y., & Yin, J. (2008). The global intercultural communication. New York: Routledge.
- Curran, J. & Gurevitch, M. (2009). Mass Media and Society. NY: Edward Arnold.

Teaching Learning Strategies:

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assignments:

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.