

## **MCM 241 Media Industries (3 Credit Hours)**

### **Course Objectives**

1. This is a foundation course in developing an understanding of the economic and cultural significance of media and communication industries. The courses introduces different approaches to exploring the media and communication industries, including the significance of ownership structures and the way media content is regulated, monetized and experienced by audiences.

### **Learning Outcomes**

2. After the completion of this course, the students should be able to:
- a. Understand the structure and evolution of the various creative and cultural industries
  - b. Be familiar with a range of critical and theoretical approaches for analyzing media.
  - c. Have a basic understanding of the economics and business of media industries

### **3. Course Contents**

- a. Evolution and structure of the media industries
- b. Analysis of the business of entertainment
- c. Cultural production and industry perspectives
- d. Media Convergence and digitisation
- e. Media texts: form, production and distribution
- f. Cultural policy and creative industries
- g. Case studies in recent media industries scholarship
- h. Focus on Industry; Advertising , News, Screen cultures
- i. Production Studies, Branding and Marketing, Creative Industries
- j. New Media, interactive media, gaming industry , web 2.0
- k. Social media, Innovation in tech, wearable tech
- l. Critical perspectives on Media Regulation and Policy
- m. Transnational and global media digitization and convergence -6

### **References**

1. Croteau & Hoynes (2006). The Business of Media; Corporate Media & the Public Interest. SAGE Publications

2. Devereux, E. (2014). Understanding the Media, 3rd Ed. SAGE Publications
3. Jenkins, H. (2008). Convergence Culture; Where old & new media collide.
4. Dal Yong Jin (2013) De-convergence of Global Media Industries. New York, Routledge
5. Zotto & Kranenburg (2008) Management & Innovation in the Media Industry. Edward Elgar Publishing Limited.
6. Hendricks, J. A. (2010) The Twenty-First Century Media Industry; Economic & Managerial Implications in the Age of New Media. Lexington Books