



蘇州大學
Soochow University

COM 317 Introduction to Media Industries

Summer 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

This course provides an introductory overview of the media industries, exploring the economic, cultural, and social dimensions of media production, distribution, and consumption. Through a combination of theoretical analysis and case studies, students will gain insight into the structure, operations, and challenges of various media sectors, including print, broadcast, film, digital, and cultural industries. The course aims to develop critical thinking skills and analytical frameworks necessary for understanding the complexities of contemporary media ecosystems.

Upon completion of this course, students will be able to:

1. Understand the economic principles underlying media industries and their impact on content creation, distribution, and consumption.
2. Analyze the cultural and social significance of media industries within contemporary society.
3. Examine the structure, organization, and dynamics of various media sectors, including traditional and digital platforms.
4. Critically assess the role of technology, globalization, and regulation in shaping media industries.
5. Explore emerging trends and challenges facing media industries in the digital age.

PREREQUISITES

COM 120 Introduction to Communication

GRADING



Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
Class Participation	10 Points
Assignments	40 Points
Quizzes	10 Points
Midterm Exam	15 Points
Final Paper	25 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

David Hesmondhalgh, *The Cultural industries*, 3rd Edition, Sage, 2012.

Alan B. Albarran, *The Media Economy*, 2nd Edition, Routledge, 2016.

Recommended (Optional) Texts or Other Materials:

Supplementary readings will be assigned throughout the course to provide additional perspectives on key topics.

COURSE TOPICS

MODULE	TASKS
Module 1	Topics: Topic 1: Introduction to Media Industries Topic 2: Understanding the Media Economy Topic 3: Economic Foundations of Media Industries Topic 4: Economic Models and Strategies in Media Assessments: Assignment#1



Module 2	Topics: Topic 5: Media Ownership and Regulation Topic 6: Globalization and Media Markets Topic 7: Cultural Industries Perspective Topic 8: Media Production and Labor Assessments: Assignment#2 Quiz#1
Module 3	Topics: Topic 9: Media Distribution and Exhibition Topic 10: Media Audiences and Consumption Topic 11: Technology and Innovation in Media Topic 12: Social Media and Digital Platforms Assessments: Assignment#3 Midterm Exam
Module 4	Topics: Topic 13: Impact of digital platforms on media ecosystems Topic 14: Emerging Trends and Challenges Topic 15: Diversity, Quality and Social Justice Topic 16: Media Entrepreneurship Assessments: Assignment#4 Quiz#2
Module 5	Topics: Topic 17: Film Industry Topic 18: Television Industry Topic 19: Digital Media Topic 20: Mobile Media and Communication, Gaming Assessments: Final Paper

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning



and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (e.g., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.



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DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.