

## Course Description Form

Course number and section: 001

Course Topic: Cultural Industries

Credits: 3

Term: 1

Instructor: Kyong Yoon

Course Description (aim for no more than 80 – 100 words for your course description):

This introductory course examines the cultural and creative industries as systems for managing and organizing cultural knowledge and practices. The first half of the course focuses on the unique structure and context of cultural industries as a sector of economy and as an ideological construct. In comparison, the second half of the course addresses how labour in cultural industries is defined, recognized, and transformed in relation to neoliberal globalization. Overall, the course provides theoretical tools for critically analyzing the industrial process of cultural production and consumption in the market.

Tentative Reading List: (Be as concise as possible with your reading list, but please also specify the genre of each required text. See sample below)

Mould, O. (2018). *Against creativity*. New York: Verso.

Khaire, Mukti. (2017). *Culture and commerce: The value of entrepreneurship in creative industries*. Stanford University Press.

Bilton, Chris. (2017). *The Disappearing product: Marketing and markets in the creative industries*. Edward Elgar Publishing.

Other: The tentative reading list above is subject to change. All required reading materials may become digitally available via the UBC library system.