

Course Description Form

Course number and section: CULT 215-001

Course Topic: Cultural Industries

Credits: 3

Term: 2

Instructor: Kyong Yoon

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 and transformed in relation to neoliberal globalization and digitalization of cultural production. The course provides theoretical tools for critically analyzing the industrial process of cultural production and consumption in the market.

Tentative Reading List:

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

Lotz, Amanda. (2022). *Netflix and streaming video: The business of subscriber-funded video on demand*. Polity.

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

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