

Syllabus (Course description)

Course title: Studies in Social Sciences and Communication II. 1. Media and Cultural Industries				
Course instructor(s), contact details: Anna Keszeg, keszeg@mome.hu				
Code: M-DM-203-1	Curriculum (program/level): Art and Design Management MA program	Recommended semester: II.	Credit: 5	Number of class hours: 24 Student task hours: 51
Related codes: -	Type: lecture	Can it be an elective course? no	In case of an elective course what are the specific prerequisites: -	
Course connections (prerequisites, parallels): connected to M-DM-203-2				
<p>Aim and principles of the course:</p> <p>Students completing this course will gain an understanding of the historical evolution of the media and cultural industry and its related media culture, as well as learn to identify contemporary trends in content creation, content development, geopolitics, and media economics. They will be able to define key concepts and critically analyze them within strategic contexts. The course is structured around key problem areas, exploring the most significant phenomena in the media industry and media culture while helping students delineate and comprehend the role of art and design within this framework. The inclusion and discussion of contemporary industry examples play a crucial role in the course.</p>				
<p>Learning outcomes (professional and general competences to be developed): Interpretation, Conceptualization; Theoretical, Historical, and Critical Reflection</p> <p>Knowledge:</p> <ul style="list-style-type: none"> • Possesses a confident understanding of interpretative methods used in design and arts management, reflecting both market and societal demands. • Has precise knowledge of the specific characteristics of the cultural market, the distinctive features of profit-oriented and non-profit operations, and their institutional frameworks. <p>Skill:</p> <ul style="list-style-type: none"> • Connects design/artistic concepts with similar tools from other disciplines, demonstrating a strategic perspective. 				

- Views the cultural market and its related sectors (municipal, state, civil sector, tourism, urban development, and visual education) in a complex manner, considering trends within the interplay of artistic quality and socio-economic sustainability, often recognizing inherent contradictions.

Attitude:

- Is open to the evolving societal expectations regarding the cultural market and strives for a balance between meeting demands and influencing them.

Autonomy and responsibility:

- Maintains a balanced approach to personal values and intercultural openness.

Topics and themes to be covered in the course:

1. **Media Industry, Media Culture – The Methodology of the Media Diary** – 2025. 02. 19.
2. **Media Industry, Creative Industries, Soft Power – Case studies** - 2025. 02. 26.
3. **Geopolitical Perspectives in the Media Industry** – 2025. 03. 05.
4. **Platformization and AI – Ownership Analysis** – 2025. 03. 12.
5. **Global Media Products and the Logic of Storytelling** – 2025. 03. 19.
6. **Mass and Tabloid Media – Framing Analysis** - 2025. 04. 02.
7. **The Radio Market and Podcast Culture – Content Analysis** - 2025. 04. 09.
8. **The Television Market and the Ecosystem of Audiovisual Content Production – Platform Algorithm Analysis** - 2025. 04. 16.
9. **Agencies and the Personality Industry** – 2025. 04. 23.
10. **The Metaverse as Media Logic** – 2025. 04. 30.
11. **Emotional Cultures and the Media Industry – Sentiment Analysis** - 2025. 05. 07.
12. **Media Product Design and Peer Concept Evaluation** – exact date to be announced

Specificities of process organisation / organisation of learning:

During the first class, we will assign a specific media product or media industry phenomenon to each of the following ten sessions, which will serve as the basis for short case studies. These case studies will be presented by students, with each student required to give one presentation during the semester (either individually or with a partner). Suggested examples include podcasts, streaming services, social media platforms and their operated channels, media conglomerates, etc. Students will receive methodological guidelines for preparing the case studies in the first session. The presentation schedule will also be determined during the first class.

Students' tasks and responsibilities:

The class begins with students' case study presentations (30 minutes), followed by a brief evaluation and a 45–50-minute lecture. Preparing case studies, taking notes during class, processing the required literature (for the exam), and submitting the final creative assignment in pairs by the exam period.

Learning environment: classroom

Assessment: The evaluation consists of the preparation of the case study (ongoing, with different deadlines for each student), the written exam, and the submission of the final creative assignment in the last class.

Requirements to be met: 1 Presentation, 1 Written Exam, 1 Creative Assignment

Method of assessment: Two practical presentations, test (during the exam period).

Assessment criteria: Knowledge of key concepts, source collection and independent research, innovation.

How is the mark calculated:

Case Study – max. 2 points – 40%

Test – max. 1.5 points – 30%

Creative Content Development Exercise – max. 1.5 points

Required Literature:

Daniel Herbert, Amanda D. Lotz and Aswin Punathambekar: *Media Industry Studies*. Polity Press, 2020.

Recommended Literature:

Aswin Punathambekar: *From Bombay to Bollywood. The Making of a Global Media Industry*. New York University Press, New York-London, 2013. 1-51.

John Allen Hendricks: *The Twenty First Century Media Industry. Economic and Managerial Implications in the Age of New Media*. Lanham-Plymouth, Lexington Books, 2010. 1-81.

Thomas Klikauer: *Media Capitalism: Hegemony in the Age of Mass Deception*, Cham, Switzerland: Palgrave Macmillan, 2022.

Nissim Otmazgin, Eyal Ben-Ari: *Creative Context: Creativity and Innovation in the Media and Cultural Industries*. (2020). Németország: Springer Nature Singapore.

Other informations:

Recognition of knowledge acquired elsewhere/previously/validation principle:

- Exemptions from the acquisition of certain competences and the completion of certain tasks may be granted.

Out-of-class consultation times and location:

Office Hours – Wednesday: 10:30–11:30, U_317

Email for Appointment Scheduling: keszeg.anna@mome.hu