

DEREE COLLEGE SYLLABUS FOR: CN 4568 MEDIA INDUSTRIES: PRODUCTION, CONTENT, AND AUDIENCES**Instruction hours/lab hours/ US credits:3/0/3****UK LEVEL:6****UK CREDITS:15**

(Updated: Fall 2025)

PREREQUISITES:

WP1010 Introduction to Academic Writing
WP 1111 Integrated Academic Writing and Ethics
WP 1212 Academic Writing and Research
CN 2301 Foundations of Contemporary Media
CN 3421 Communication Theories

**CATALOG
DESCRIPTION:**

This course seeks to provide students with a thorough and critical understanding of the media industries, focusing on the interrelationships between culture, political economy, and digital technologies.

RATIONALE:

This course introduces students to key issues and debates in the study of media industries, focusing on the insights provided by critical political economy and cultural studies. It also examines the evolving role of audiences and the transformative impact of digital platforms on media production, distribution, and consumption. By engaging with these topics, the course equips students with a deeper understanding of the dynamics shaping contemporary media landscapes.

LEARNING OUTCOMES:

As a result of taking this course, the student should be able to:

1. Assess the economic structures and processes that shape and regulate the production in the media industries.
2. Apply concepts from cultural studies to investigate the creation of media content.
3. Examine the evolving role of audiences, exploring the shift from passive consumers to active participants and understanding the implications of these changes.
4. Develop a critical approach to contemporary technological advancements, considering the social and cultural implications of platforms in media industries.

METHOD OFTEACHING AND LEARNING:

In congruence with the teaching and learning strategy of the college, the following tools are used:

- Classes consist of lectures and class discussions.
- Film and video screenings.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material.
- Use of a Blackboard site where instructors post lecture notes, assignment instructions, announcements, and additional resources.

ASSESSMENT:

Summative:

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| First assessment: Midterm examinations (1 hour) |
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| | <table><tr><td>Final assessment: Essay (3,500 – 4,000 words)</td><td>80</td></tr></table> <p>Formative:</p> <table><tr><td>In class tests</td><td>0</td></tr></table> <p>(The formative assessments prepare students for their projects.)</p> <p>Both assessments test all LOs.</p> <p>The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment.</p> | Final assessment: Essay (3,500 – 4,000 words) | 80 | In class tests | 0 |
| Final assessment: Essay (3,500 – 4,000 words) | 80 | | | | |
| In class tests | 0 | | | | |
| INDICATIVE READING: | <p>REQUIRED READING: Long, P. (2021). Media Studies: Texts, Production, Context. Routledge.</p> <p>RECOMMENDED READING: Newman, M. Z. (2022). The media studies toolkit. Routledge. Hardy, J. (2014). Critical Political Economy of the Media: An Introduction. London: Routledge. Curran James and Hesmondhalgh David (eds) Media and Society, 6th edn, Bloomsbury Academic. Devereux, E. (2007). Media studies: Key issues and debates. Routledge Poell, T., Nieborg, D. B., & Duffy, B. E. (2021). Platforms and cultural production. John Wiley & Sons.</p> | | | | |
| INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.) | <p>REQUIRED MATERIAL: International Journal of Communication</p> <p>RECOMMENDED MATERIAL: Critical Studies in Media Communication Journal of Public Relations Research Journalism and Mass Communication Quarterly Television and New Media</p> | | | | |
| COMMUNICATION REQUIREMENTS: | Blackboard and an active ACG email account. High standards of oral and written English for all assignments | | | | |
| SOFTWARE REQUIREMENTS: | Blackboard CMS; MSOffice | | | | |
| WWW RESOURCES: | https://ijoc.org/index.php/ijoc https://www.tandfonline.com/toc/rcst20/current https://onlinelibrary.wiley.com/loi/14602466 https://academic.oup.com/joc | | | | |
| INDICATIVE CONTENT: | <p>Media industries overview Approaches to media industries: critical political economy and cultural studies.</p> <p>Political economy Integration, concentration, commercialisation, conglomeration, globalisation.</p> | | | | |

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| | <p>Cultural studies The meanings of texts Signs, representation, connotation denotation, discourse Ideology and hegemony</p> <p>Audience Active audiences Mass self-communication Convergence</p> <p>Platforms and cultural production Platformisation Platform economics Platforms and labour practices Platforms and creativity</p> |
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