



# SGH

Year	2018/2019	
Course title	Digital Media Economics (CEMS)	
Course number	236121 - 0215	6 ECTS points
Lecturer	Jung Bohdan Maria, Professor	

## A. Course objective

To familiarize students with the specificity of one of the world's fastest growing markets (part of the so-called creative economy), analyse different market segments and draw comparisons between North American and European media, view development of media markets in a larger context of postmodern economics and culture, discuss conducting media policies and reducing the digital divide. New efforts of the state to regain control over public media. The advantages and disadvantages of work in the creative sector, educating for creativity. social and economic implications of media digitalisation. Social media as public media. Media industry as one of the first to be fully digitized and we can see it as testing ground for early consequences of going digital

## B. Course syllabus

Basic concepts in media economics. Media in late capitalism. Methods of analysing media markets. Regulation, deregulation and reregulation of media markets. Technological change and new media products & consumers. Key players on the world media markets & challenge of social media. Media as introduction to the digital economy. Creativity as main job requirement. Advantages and disadvantages of work in the creative sector, economies around media economics

## C. Educational outcome

Knowledge	<p>Knowledge of main actors and forces on the global media market.          Impact of the development of information and communication technologies on traditional sectors of media market.          Changing patterns of media consumption.          Methods of measuring demand for media.          Basic models of monetizing media products.</p>
Skills	<ol style="list-style-type: none"> <li>1. Critical analysis of different media products from the economic perspective.</li> <li>2. Ability to track the influence of technology development on media business.</li> <li>3. Ability to measure media consumption using basic techniques.</li> <li>4. Ability to compile a market report using freely available data on a given segment of the media.</li> <li>5. Awareness of different educational and personal skills needed in digital business.</li> </ol>
Social competencies	<ol style="list-style-type: none"> <li>1. Improved teamwork and empathy skills in international environment.</li> <li>2. Increased cooperation skills - the lesson from wikonomics.</li> <li>3. Awareness of new social skills needed in the digital age: ability to give (gift economy), design of social and cultural experiences (experience economy), the skill of sharing and giving access to (the sharing and access economy), fostering relationships instead of mere transactions.</li> </ol>

**D. Semester time table**

1	Basic concepts in media economics. Concept and quality of media products. Dual character of contemporary media.
2	Methods of analysing media markets - demand and supply of leisure, household surveys, telemetrics, Internet tracking.
3	Media in late capitalism. Postmodernity and the new economy. Production of signs and symbols.
4	New stratification. Consumer as communicator. Lifestyle marketing and associations of modernity in media consumption.
5	Paradigmatic interactivity and mobility of media products. E-things and directions of technological development.
6	Commercialisation, concentration and globalisation of media markets. Key players on the globalised media market.
7	Regulation, deregulation and re-regulation: responses to technological challenges of convergent media.
8	Stimulating creativity - debate, practice, implications for labour markets and education
9	Future of public media. Does public broadcasting have a future in the commercialised media world?
10	Media in the era of Web 2.0. User generated content. Media prosumers.
11	Analysis of media markets by segment: printed media, TV, radio, film, music, multimedia (part I).
12	Analysis of media markets by segment: printed media, TV, radio, film, music, multimedia (part II).
13	Analysis of media markets by segment: printed media, TV, radio, film, music, multimedia (part III)
14	Generating new business models for Web 2.0 media (case studies and simulations) Part I.

- 15 Creative class, 24/24h economy,, life in a creative economy. Media as part of the digital economy and its consequences

#### E. Basic literature

D. Hesmondhalgh, "The Cultural Industries", Sage Publications, London-Thousand Oaks-New Delhi, 2005; A.Alexander, J.Owers, R.Carveth, C.A.Hollifield, A.N.Greco (red.), "Media Economics. Theory and Practice", 3rd edition, Lawrence Erlbaum Associates, Publishers, Mahwah, New Jersey, London, 2004; (eds.); J.Howkins, "The Creative Economy. How People Make Money from Ideas", Penguin Books, London 2002, ; J.Rifkin, THE ZERO MARGINAL COST SOCIETY, THE INTERNET OF THINGS, THE COLLABORATIVE COMMONS, AND THE ECLIPSE OF CAPITALISM, Palgrave Macmillman, New York 2014

#### F. Supplementary literature

R.Florida, "The Rise of the Creative Class - and how it's transforming work, leisure, community and everyday life", Basic Books, Perseus Book Group, New York 2002, pp.44-82

#### G. Author's most important publications concerning the offered course

K.Jakubowicz, T.Kowalski, B.Jung, National Polish Electronic Media Policy in the Context of European Audiovisual Policy. STRATEGIC GUIDANCE FOR THE NEW LAW ON ELECTRONIC MEDIA AND AMENDMENTS TO OTHER LAWS, Bizzare - KRRiT, Warszawa 2004.

#### H. Numbers of required prerequisites

not required

#### I. Course size and mode

	Full-time	Saturday-Sunday	Afternoon
Total:	30	-	-
Lecture	30	-	-

#### J. Final mark composition

traditional examination	50%
reports	50%

#### K. Foreign language requirements

English

#### L. Selection criteria

#### M. Methods applied

reporty  
discussions  
participation of practitioners  
others