

**CURE 3006 Special Topics in Cultural Studies:
Global Cultural and Creative Industries
Summer Semester 2025**

**Zoom Link (weeks 1-7): <https://cuhk.zoom.us/j/7540173475>
(Meeting ID: 754 017 3475)**

Lecturers: Dr. Peichi Chung	Time: Thursdays 10:00 AM – 1:00 PM
Office Phone: (852) 39431417 Email: peichichung@cuhk.edu.hk	Venue 1: Week 1-7, Multi-Purpose Area (2F/YIA) Yasumoto Int'l Academic Park
Office Hours: Weds 2 - 4 PM or by appointment	Venue 2: Week 11-15, Multimedia Lab (3F/KKB) Leung Kau Kui Building

Course Description:

This course examines issues surrounding design thinking in the global cultural and creative industries (CCIs). It aims to offer experiential learning opportunities for students to gain knowledge about creative entrepreneurship and visual design of the city in the international virtual learning environment. The course comprises students from the Department of Cultural and Religious Studies at the Chinese University of Hong Kong and students from the Humanities, Arts, and Social Sciences Division at Yonsei University. Teaching will be delivered in a hybrid mode that covers topics of three sections: entrepreneurship in the global cultural industries (weeks 1, 2, 3, 4, 6 & 7), cultural immersion through the visual design of the city (weeks 11, 12, 13, 14 & 15), and exchange field trips to Hong Kong and Seoul (week 5 and 17). Students will learn about the design thinking process to develop project-based assignments and understand cultural production in visual communication and cultural studies.

Professor Peichi Chung will teach the first section of the course on the CUHK campus. Weekly topics include basic concepts in global cultural and creative industries, creative entrepreneurship, conceptualization & ideation, market research for cultural business, and cultural productions for the global market. Upon completing the class, students are encouraged to work on projects that interest them, which will be applied in real cultural and creative industry settings.

The second section will be taught virtually by professors Hyun-Kyung Lee and Bokyoung Lee from the Department of Culture and Design Management at Yonsei University. Students will learn from weekly lessons to develop design skills based on the knowledge learned from their disciplines of undergraduate studies.

The third section comprises two five-day exchange field trips to Hong Kong and South Korea. In week five, Yonsei students will travel to Hong Kong to join CUHK students and attend workshops and city tours together. The students will collaborate on projects to learn about Hong Kong's art and cultural landscapes and engage in cultural exchange activities by attending workshops and guest talks on the CUHK campus. Students will visit representative museums, attend reputable performances, and meet with notable creative producers in Hong Kong. In week 17, CUHK students will travel to South Korea to join Yonsei students to learn more about visual design and cultural immersion in Seoul. During the field trip to Seoul, CUHK students are encouraged to observe and study Seoul's urban cultural dynamics and learn about the vibrant popular cultural trends in Korea's creative and design culture.

Learning Outcomes:

- Students are expected to learn the fundamental structure of the global cultural and creative industries.
- Students are expected to learn essential topics of academic debate and apply their learning of industry knowledge to understand creative entrepreneurship for cultural business development in the international context.
- Students are expected to develop the ability to analyze the complexity of visual design to create an understanding of a city's culture within human contexts. Through learning about city-led creative design projects, students will demystify, depoliticize, and reconcile multiple cultures to improve communication and cultural representation. Students are encouraged to transcend cultural borders using a design language.
- Students are expected to work on project-based assignments. They will investigate how effectively design and cities depend intrinsically on their cultural environment and explore ways to communicate information between different cultures with new media languages.

Course Requirements and Assessment:

- Lecture attendance and participation (25%)
Students' regular attendance and participation in weekly lectures are fundamental to the course's good learning outcomes.
- Tutorial attendance, discussion and presentation (15 %)
Students are expected to attend tutorials regularly and participate in tutorial discussions. In weeks 4 and 6, students will also work in groups to present selected cases and participate in tutorial activities. The presenting groups will be responsible for leading tutorial discussions. A Discord channel will be created to facilitate easy communication between students from CUHK and Yonsei University.
- Midterm Project (20 %)
Students will write a cultural business proposal for their midterm projects. A cultural business proposal workshop is scheduled for April 17, 2025. After the workshop, guidelines about the midterm assignment proposal will be provided at the end of the class.
- Final assignment (20%)
Students can write an academic research paper, a cultural business proposal, or a creative project for their final assignment. More details will be provided after the class on May 15, 2025.
- On-site Visit and Real-world Idea Evaluation (Field Trips) (20%)
In weeks 5 and 17, students will visit each other's countries. This way, we can evaluate how the proposed ideas impact people's perceptions in the real-world cultural business environment. During the Hong Kong field trip, CUHK students will attend their regular class meetings for Sem 2 2024/2025 on April 1 and 2, 2025. They will join the Yonsei students to attend ideation workshops and other

city tour activities on April 3, 4, and 5, 2025. A tentative field trip schedule is available [here](#).

Suggested Topic for Class Assignment:

Students are invited to use the midterm and final assignments to develop proposals for new campaigns, designs, or cultural events that will create a sustainable city. The task development process involves traveling around Hong Kong, exploring the city, and planning sustainable cultural events, designs, or campaigns that could be implemented at the "city level." The idea doesn't have to be strictly limited to Hong Kong; however, the trip is expected to inspire the above direction of design planning.

After students develop the ideas, they will analyse the potential value when applied to Hong Kong and Seoul. Students will present their analyses in the later weeks of the class. A final presentation will take place on the third day of the field trip to Seoul. On the first and second days, while touring Seoul, students will reflect on how their ideas developed over the semester can be applied to Seoul. The final slide of the presentation will include a reflection on this process.

Course Syllabus

Week 1: Introduction to the class (March 6, 2025)

The class meeting this week will take place in hybrid mode. CUHK students can watch the class recording after the reading week (March 3-8, 2025) or choose to join the Zoom class. Attendance for the week 1 class is not mandatory. This week will focus on orientation to learn more about the fundamental cultural landscape in Hong Kong and Korea. Professor Chung and the teaching assistant will work with the students to form groups and support them in developing their class projects to promote Hong Kong-Korea cultural exchange in the global cultural and creative industries.

§ Hong Kong Census and Statistics Department. (2024). "The Cultural and Creative Industries in Hong Kong." Online document available [here](#).

§ Yecies, Brian & Aegyung Shim (2019). "South Korea's Creative Industry Markets," In Lorraine Lim & Hye-Kyung Lee (Eds). *Routledge Handbook of Cultural and Creative Industries in Asia*. Pp. 210-224. New York: Routledge.

Week 2: Key Issues in the Global Cultural and Creative Industries (March 13, 2025) /By Prof Peichi Chung

§ Stuart Cunningham and Adam Swift (2019). "Creative Industries Around the World," In Stuart Cunningham and Terry Flew (Eds). *A Research Agenda for Creative Industries*. Pp. 146-163. Cheltenham: Edward Elgar Publishing Limited

§ Richard Florida, Charlotta Mellander & Patrick Adler (2013). "Creativity in the City," In Candace Jones, Mark Lorenzen & Jonathan Sapsed (Eds). *The Oxford Handbook of Creative Industries*. Pp. 96-118. Oxford: Oxford University

Press.

§ Tutorial and midterm project group formation starts this week.

Week 3: Creative Entrepreneurship (March 20, 2025)/By Prof Peichi Chung

§ Rafael Boix Domènech, Luciana Lazzeretti, and Daniel Sánchez Serra (2018). “Entrepreneurship and Creative Industries in Developing and Developed Countries”, In Luciano Lazzeretti and Marilena Vecco (Eds). *Creative Industries and Entrepreneurship: Paradigms in Transition from a Global Perspective*. Pp. 35-57. Cheltenham: Edward Elgar Publishing Limited.

§ Michal Daliot-Bul and Nissim Otmazgin (2018). “Entrepreneurs of Anime” in *The Anime Boom in the United States: Lessons for Global Creative Industries*, Pp. 84-106. Cambridge, MA: Harvard University Asia Center.

§ CUHK and Yonsei students will decide their midterm research topics at the end of the class.

Week 4: Creative Projects for Community Development (March 27, 2025)/By Prof Peichi Chung

§ Jon Dovey & Tony Bhajam (2024). “Networks for Inclusion”. In Tarek Virani (Ed). *Global Creative Ecosystems: A Critical Understanding of Sustainable Creative and Cultural Production*. Pp. 253-270. London: Palgrave Macmillan.

§ *Silvia Fok* (2018). “The roles of international art fairs in Hong Kong in facilitating the production and consumption of contemporary art in Asia: Art Hong Kong, Art Basel Hong Kong, and Art Central” In Lorraine Lim & Hye-Kyung Lee (Eds). *Routledge Handbook of Cultural and Creative Industries in Asia*. London: Routledge.

§ CUHK students will attend [Hong Kong Art Basel 2025](#) this week.

Week 5: Fieldtrip in Hong Kong (April 1-5, 2025)

Yonsei Students will travel to Hong Kong to meet CUHK Students. Students from both universities will learn more about each other by attending guest talks, discussing group projects, visiting museums, attending performing art events, and going on city tours together.

Two ideation workshops on April 3 and 4, 2025, will introduce the planning process for two cultural and performing art events in Hong Kong. Students will learn from the invited speakers about the creative process of their notable art projects in Hong Kong. After the workshops, students will be given time to work in groups to explore the city and to gather ideas for their midterm projects in the remaining days of April 3 and 4, 2025. They will start to develop their class projects by researching the cultural environment and art market in Hong Kong.

Week 6: Cultural Business for Global Market (April 10, 2025) /By Prof Peichi Chung

§ Lee, Joonkoo & Lee, Minjung (2019). “Governance and Upgrading in Global Cultural and Creative Value Chains”. In Stefano Ponte, Gary Gereffi Y Gale Raj-Reichert (Eds). *Handbook on Global Value Chains*. Pp. 138-152. Cheltenham: Edward Elgar Publishing Limited.

§ Patrick Cohendet and Laurent Simon (2018). “The Montreal videogame studio and its local ecosystem as a key resource of creativity”. In Luciano Lazzeretti and Marilena Vecco (Eds). *Creative Industries and Entrepreneurship: Paradigms in Transition from a Global Perspective*. Pp. 119-135. Cheltenham: Edward Elgar Publishing Limited.

Week 7: Proposal Writing Workshop (April 17, 2025) /By Prof Peichi Chung & Guest Speaker

§ Title: Design and Budget Planning for Your Seed Fund Application

Speaker: Dr. CA Tse.

Founder, Social Entrepreneurship School Education (SEnSE)

Director, Fullness Social Enterprises Society Limited (FSES)

Community Chair (Kowloon City), Social Enterprise Summit (SES)

Week 8: No Class Meeting (April 24, 2025)

Midterm and final exam weeks for Yonsei and CUHK students.

Week 9: No Class Meeting. Public Holiday in Hong Kong (May 1, 2025)

This week is project consultation week. Students will meet with the course teacher and the teaching assistant to discuss their progress and development of the midterm projects.

Week 10: No Class Meeting (May 8, 2025)

The midterm assignment on the cultural business proposal is due—online submission to Blackboard.

Week 11: Illustration & Brands/By Professor Bokyoung Lee (May 15, 2025)

§ Brands in Design Aspects the Role of Brand Illustration K-POP Star Collaborations: A Special Approach to Brand Illustration

(During week 11, students will gain an understanding of the visual elements that influence the perception of each city. They will also collect representative images of Hong Kong and Seoul, which will be used later as materials for building a 3D virtual city prototype in week 10)

Week 12 & 13: Digital Twin Cities in VR, AR (May 22 & 29, 2025)/By Prof.

Bokyoung Lee

§ Digital Twin City (Singapore Case) Virtual Tourism in Metaverse

§ Creating a Virtual Urban-Scale Design using Unity (From week 12 to week 13, students will learn the status of “digital-twin city design and experiences.

Week 14 & 15: Project Exercise (June 5 & 12, 2025)

(For weeks 14 & 15, students will be divided into two groups and run a project accordingly. Group A: Students in Hong Kong who have never been to Korea + Students in Korea who have never been to Hong Kong.

Group B: Students in Hong Kong who have been to Korea before + Students in Korea who have been to Hong Kong before

Each group will (i) propose a new idea that could enhance people’s experience of visiting either Hong Kong or Seoul, (ii) prototype their idea, and (iii) let the target group (students) experience the idea virtually.)

Week 16: No Class Meeting. (June 19, 2025)

Final exam week at Yonsei University.

Final assignment due. Online submission to Blackboard.

Week 17: Field Trip in Seoul (June 24-28, 2025)

CUHK students will travel to South Korea to gather with Yonsei students and experience the learning environment at Yonsei University. They will collaborate with Yonsei students to present their final class projects. The field trip will include visits to Seoul’s notable cultural districts and design shops. Students will gain first-hand experience understanding the cultural scenes that foster Korea’s vibrant popular culture in the global cultural and creative industries.

CUHK and Yonsei students will present their final projects on June 26, 2025, on the Yonsei University campus.

Supplementary Reading List:

- Florida, Richard (2002). *The Rise of the Creative Class*. New York, NY: Basic Books.
- Govindarajan, Vijay et al (2012). *Reverse Innovation: Create Far from Home, Win Everywhere*. Boston: Harvard Business Press.
- Hardt, M. & Negri, A. (2000). *Empire*. Cambridge, MA: Harvard University Press.
- Hesmondhalgh, David (2019). *The Cultural Industries*. London: Sage Publications.
- Hirsch, Paul (2000). “Cultural Industries Revisited.” *Journal of Organization Sciences* 11(3): 356-361.
- Jones, Candace et al. (2014). *The Oxford Handbook of Creative Industries*.

- Oxford: The Oxford University Press.
- Khaire, Mukti (2017). *Culture and Commerce: The Value of Entrepreneurship in Creative Industries*. Redwood City: Stanford University Press.
 - Lorraine Lim & Hye-Kyung Lee (2019). *Routledge Handbook of Cultural and Creative Industries in Asia*. New York: Routledge.
 - Lobato, Romon (2019). *Netflix Nations: The Geography of Digital Distribution*. New York: New York University Press.
 - Miège, Bernard. (1989). *The Capitalization of Cultural Production*. New York, NY: International General.
 - Scott, Allen (2004). "Cultural-Products Industries and Urban Economic Development: Prospects for Growth and Market Contestation in Global Context," *Urban Affairs Review* 39(4): 461-490.
 - Schumpeter, Joseph (1976). *Can Capitalism Survive: Creative Destruction and the Future of Global Economy*. New York: Harper Perennial.
 - Sicilliano, Michael (2020). *The Ambivalence of Work in Cultural Industries*. New York: Columbia University Press.

Use of AI Tools in Class Assignments:

Students must write their assignments with ethics, creativity, and originality in mind. They are allowed to use AI tools to gather broader knowledge in the research stage of the assignments and use gathered knowledge to enhance their writing quality. All use of AI tools will include explicit acknowledgment and proper citation. Students will be responsible for ensuring the accurate use of information to avoid hallucination outcomes caused by AI-generated content. Students are recommended to discuss with the course teacher or teaching assistant their specific plan for the use of AI tools for their assignments.

Students can learn more details about CUHK guidelines on the use of AI tools here: https://www.aqs.cuhk.edu.hk/documents/A-guide-for-students_use-of-AI-tools.pdf

Honesty in Academic Work: A Guide for Students and Teachers:

The Chinese University of Hong Kong places very high importance on honesty in academic work submitted by students and adopts a zero-tolerance policy for cheating and plagiarism. Any related offense will lead to disciplinary action, including termination of studies at the University. Students must submit their assignments via

VeriGuide: <http://www.cuhk.edu.hk/veriguide>.

Although cases of cheating or plagiarism are rare at the University, everyone should make himself/herself familiar with the content of this website and thereby help avoid any practice that would not be acceptable.

Section 1	What is plagiarism [http://www.cuhk.edu.hk/policy/academichonesty/p01.htm]
Section 2	Proper use of source material [http://www.cuhk.edu.hk/policy/academichonesty/p02.htm]
Section 3	Citation styles [http://www.cuhk.edu.hk/policy/academichonesty/p03.htm]
Section 4	Plagiarism and copyright violation [http://www.cuhk.edu.hk/policy/academichonesty/p04.htm]
Section 5	CUHK regulations on honesty in academic work [http://www.cuhk.edu.hk/policy/academichonesty/p05.htm]
Section 6	CUHK disciplinary guidelines and procedures [http://www.cuhk.edu.hk/policy/academichonesty/p06.htm]
Section 7	Guide for teachers and departments [http://www.cuhk.edu.hk/policy/academichonesty/p07.htm]
Section 8	Recommended material to be included in course outlines [http://www.cuhk.edu.hk/policy/academichonesty/p08.htm]
Section 9	Recommended declaration to be included in every assignment handed in [http://www.cuhk.edu.hk/policy/academichonesty/p09.htm]
Section 10	Electronic submission of term papers [http://www.cuhk.edu.hk/policy/academichonesty/p10.htm]