

# HONG KONG BAPTIST UNIVERSITY

## COURSE OUTLINE

### 1. COURSE TITLE

Cultural Professionals and Creative Industries

### 2. COURSE CODE

WRIT7030

### 3. NO. OF UNITS

3 Units

### 4. OFFERING DEPARTMENT

Master of Arts (MA) in Creative Writing for Cultural Professionals

### 5. PREREQUISITES

Nil

### 6. MEDIUM OF INSTRUCTION

Putonghua

### 7. AIMS & OBJECTIVES

Recent decades witnessed a "creative turn" in which creative industries have become increasingly the core of economic and city planning, and young people are increasingly drawn to work in fields of art and culture. Informed by the present historical conjuncture, this course will examine a host of timely and thorny issues: precarity and caring, engagement and alienation, hope and hopelessness, in order to ask students what they think is "good work." This course, as its title suggests, is made up of two parts. Alongside a presentation of major theoretical and empirical inquiries on creative work and industries, it invites a variety of veteran professionals to share not only their work experiences of creative work but also their vision on creativity and work at large.

This course aims to enable postgraduate students:

- (1) to examine the notions of creativity, creative industries and creative labour, as well as related theories and debates;
- (2) to learn from vision and experience of professionals in various creative sectors
- (3) to engage with culture, and creative practitioners in productive dialogues;
- (4) to reflect on their own experience as (aspirant) cultural professional; and
- (5) to acquire skills to formulate research projects and conduct research in related

topics.

## 8. COURSE CONTENT

The two parts of the course – 1/ theories and debates surrounding "creative industries"; and 2/ guest talks by "cultural professionals" (from a variety of sectors) – will be presented on an alternate basis for immediate correspondence between theories and practices. Sample course structure as follows:

Week 1 Introduction: Creativity, creative industries, creative labour

Week 2 Theories and debates I: Precarity and caring

Week 3 Guest talk I

Week 4 Theories and debates II: Engagement and alienation

Week 5 Guest talk II

Week 6 Theories and debates III: Hope and hopelessness

Week 7 Guest talk III

Week 8 Theories and debates IV: Good work

Week 9 Guest talk IV

Week 10 Conclusion

Week 11-13 Student presentations

Notes:

1. Students are required to hand in reports of class readings and lectures/guest talks.
2. During Week 5, students will be asked to select a creative sector and formulate a research project. It can be the sectors students are working in, or the ones they aspire to join. The intention is to urge them to reflect on their own practices as (aspirant) cultural professional. For their final presentation, students are required to introduce their projects with theoretical underpinnings and initial findings. Students should then incorporate feedback into their final paper on their research projects.

## 9. COURSE INTENDED LEARNING OUTCOMES (CILOs)

CILO	By the end of the course, students should be able to:
CILO 1	Explain how cultural professionals and creative industries function in today's local and global society.
CILO 2	Contribute to related policy discussions in order to have an impact upon government, industry, and civil society.
CILO 3	Develop connections and career prospects in related fields.
CILO 4	Develop research skills for nurturing a sense of cultural citizenship through producing a research project and presentation on cultural professionals and creative industries.

## 10. TEACHING & LEARNING ACTIVITIES (TLAs)

CILO	Type of TLA
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<b>alignment</b>	
1-2	Students will: Learn about theoretical debates on creative industries in different cultures through close reading and workshop-style discussion, outlining specific applications of the readings to their own interests and researches .
1-2	Write multiple reports of the readings and lectures.
1-4	Give a presentation explaining and justifying the application of one or more theoretical debates covered in the course.
1-4	Formulate a research project to apply the learning to a real-life situation, in addition to gaining valuable practical experience and connections.
1-4	Write a final paper on their research projects to reflect on the theoretical perspectives and empirical research discussed in class.

## 11. ASSESSMENT METHODS (AMs)

Type of Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks
Written assignments	30 %	1-2	Students will complete written assignments to respond to the various topics and readings.
Oral presentation	30 %	1-4	Students will give one presentation on their research project explaining and justifying their application of one or more theoretical debates covered in the course to their own research.
Final Paper	40 %	1-4	Students will conclude the course by writing up their research projects (as outlined orally in the presentation) after receiving feedbacks in class.

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