

课程详述

COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

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| 1. | 课程名称 Course Title | 文化创意产业概述 An Introduction to Cultural Creativity Industry |
| 2. | 授课院系 Originating Department | 社会科学中心 Center for Social Sciences |
| 3. | 课程编号 Course Code | SS147 |
| 4. | 课程学分 Credit Value | 2 |
| 5. | 课程类别 Course Type | 通识选修课程 General Education (GE) Elective Courses |
| 6. | 授课学期 Semester | 春季 Spring |
| 7. | 授课语言 Teaching Language | 中文 Chinese |
| 8. | 授课教师、所属学系、联系方式 (如属团队授课, 请列明其他授课教师) Instructor(s), Affiliation & Contact (For team teaching, please list all instructors) | 杨辉 YANG Hui 青年会士 Junior Fellow 南方科技大学人文社会科学荣誉学会 Society of Fellows in the Liberal Arts, SUSTech yangh3@mail.sustech.edu.cn |
| 9. | 实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact | 无 NA |
| 10. | 选课人数限额(可不填) Maximum Enrolment (Optional) | |

| 11. 授课方式 Delivery Method | 讲授 Lectures | 习题/辅导/讨论 Tutorials | 实验/实习 Lab/Practical | 其它(请具体注明) Other (Please specify) | 总学时 Total |
|---|----------------|-----------------------|------------------------|-------------------------------------|--------------|
| 学时数 Credit Hours | 32 | | | | 32 |
| 12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements | 无 NA | | | | |
| 13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite | 无 NA | | | | |
| 14. 其它要求修读本课程的学系 Cross-listing Dept. | 无 NA | | | | |

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

21 世纪以来，随着全球经济的转型升级，技术的突飞猛进，尤其是数字经济时代的到来，文化创意产业迅猛发展。文化创意产业是以创意为核心，向大众提供文化、艺术、娱乐产品，满足大众精神、文化消费需求的新兴产业，已成为一个国家和地区社会经济发展的重要引擎。本课程以产业经济学与管理学为指导理论，综合运用管理学的基础理论与基本原则，全面论述文化创意产业的各个领域，并且遵循“理论解读+案例剖析”的内容模式，运用经典、热点、多类型案例剖析产业发展，旨在让学生们对文化创意产业的基本框架、知识体系有较为完整的认识，激发学生的创新意识、提高学生的文化素养；同时希望同学们能够运用简单的理论分析文化创意产业方面的热点事件。

Since the 21st century, with the transformation upgrading of the global economy and rapid progress in technology, especially the advent of the digital economy era, cultural creativity industry has developed rapidly. Cultural creativity industry is emerging industry that takes creativity as the core and provides culture, art and entertainment products to the public to meet the needs of mass spirit and cultural consumption. It has become an important engine of socio-economic development in a country and region. This course is based on the theory of industrial economics and management, applying the basic theory and principles of management to comprehensively discuss the various fields of cultural creativity industry and adopts the "theory interpretation + case analysis" model to analyse the development of the industry using classic, hot and multi-type cases. Moreover, this course is designed to enable students to have a complete understanding of the basic framework and knowledge system of cultural creativity industry to stimulate the sense of innovation and improve the cultural literacy. It also wants students to use a simple theory to analyse the hot issues in the cultural creativity industry.

16. 预达学习成果 Learning Outcomes

本课程预期让学生掌握以下技能和知识：
对文化创意产业基本框架、知识体系有较为完整的认识；
能用简单的理论分析文化创意产业经典案例、热点事件；
能够对自身感兴趣的具体文创领域进行深入了解、掌握。

Upon completion of this course, students will be able to:

- Have a relatively complete understanding of the basic framework and knowledge system of cultural creativity industry.
- Analysis of cultural creativity industry classic cases and hot events with simple theory.
- Be able to deeply understand and master the specific cultural creative fields that you are interested in.

17. 课程内容及教学日历（如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）

Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)



第一课：文化创意产业的概说（2学时）

- ◆ 课程介绍
- ◆ 学生自我介绍
- ◆ 何为文化创意产业

第二课：创意思维与文化创意（2学时）

- ◆ 创新思维
- ◆ 创新思维与文化创意产业
- ◆ 创意方法

第三课：文化资本与符号消费（2学时）

- ◆ 文化资本
- ◆ 符号消费
- ◆ 消费的象征和象征的消费

第四课：文化创意产业的现状（2学时）

- ◆ 国外文化创意产业的发展现状
- ◆ 国内文化创意产业的发展现状

第五课：文化创意产业集群与创意产业园（2学时）

- ◆ 文化创意产业集群的基本内容
- ◆ 创意产业园的基本内容
- ◆ 中外文创园的相关案例

第六课：文化创意产品与产业价值链（2学时）

- ◆ 文化产品与文化创意产品的概念
- ◆ 文化创意产品的主要经济特征
- ◆ 文化创意产业价值链与产业关联

第七课：文化品牌与文化创意产业（2学时）

- ◆ 品牌
- ◆ 品牌资产
- ◆ 符号价值、文化品牌与文化创意产业

第八课：课堂分享与点评（2学时）

学生分享自己感兴趣的与文化创意产业相关的案例，并在课堂上进行演示交流，由学生和老师共同评议。

第九课：动漫产业（2学时）

- ◆ 动漫产业概念及产业链构成
- ◆ 美国动漫产业
- ◆ 日本动漫发展史及运营模式
- ◆ 日本动漫产业特点
- ◆ 中国动画发展史
- ◆ 中国动漫产业链
- ◆ 中日动漫声优对比

第十课：影视产业（2学时）

- ◆ 影视概念、产业链及奖项
- ◆ 好莱坞商业模式
- ◆ 好莱坞商业电影两翼
- ◆ 横店影视城

第十一课：游戏产业（2学时）

- ◆ 网络游戏的定义、分类、发展历程
- ◆ 网络游戏市场特点、收费模式
- ◆ 网游企业类型
- ◆ 欧美、日本游戏产业概况介绍
- ◆ 韩国、中国游戏产业概况介绍
- ◆ 游戏未来之路

第十二课：旅游会展行业（2学时）

- ◆ 旅游会展产业基本概念
- ◆ 创意旅游产业发展模式
- ◆ 旅游会展相关案例

第十三课：广告行业与创意传播管理（2学时）

- ◆ 从消费者到生产者
- ◆ 关于沟通元
- ◆ 协同创意

第十四课：创意城市与城市文化产业（2学时）

- ◆ 创意城市
- ◆ 创意城市构成
- ◆ 创意城市发展

第十五课：文化创意产业与文化安全（2学时）

- ◆ 文化与文化安全
- ◆ 文化霸权与文化帝国主义
- ◆ 文化传统与文化例外

第十六课：文化创意产业相关案例的课堂分享与点评（2学时）

撰写一篇关于欧洲、美国、东亚或中国文化创意产业发展相关情况的认识报告，要求在课下查阅大量资料形成文字。最终以课堂演讲和文字报告的形式呈现（字数：2000—4000字）。

Lesson 1: Introduction: Cultural Creativity industry(2-credit hours)

- ◆ Course introduction
- ◆ Students' self-introduction
- ◆ What is cultural creativity industry

Lesson 2: Creative thinking and cultural creativity(2-credit hours)

- ◆ Innovative thinking
- ◆ Innovative thinking and cultural creativity industry
- ◆ Creative method

Lesson 3: Cultural capital and symbolic consumption (2-credit hours)

- ◆ Cultural capital
- ◆ Symbolic consumption
- ◆ Symbol of consumption and consumption of symbol

Lesson 4: Current situation of cultural creativity industry (2-credit hours)

- ◆ The development status of foreign cultural creativity industry
- ◆ The development status of domestic cultural creativity industry

Lesson 5: Cultural creativity industry clusters and creative industry parks (2-credit hours)

- ◆ Basic content of cultural and creative industry clusters
- ◆ Basic content of the creative industry parks
- ◆ Cases related to Chinese and foreign cultural creative parks

Lesson 6: Cultural creative products and industrial value chain (2-credit hours)

- ◆ The concept of cultural products and cultural creative products
- ◆ The main economic characteristics of cultural creative products
- ◆ The value chain of cultural creativity industry and Industry linkages

Lesson 7: Cultural brand and cultural creativity industry (2-credit hours)

- ◆ Brand
- ◆ Brand equity
- ◆ Symbolic value, cultural brand and cultural creativity industry

Lesson 8: Class Sharing and Review (2-credit hours)

Students share cases about cultural creativity industry, and present them in class, which are judged by students and teachers.

Lesson 9: Animation industry (2-credit hours)

- ◆ Concept of Animation industry and composition of industrial chain
- ◆ American animation industry
- ◆ The history and operation model of Japanese animation
- ◆ Characteristics of the Japanese animation industry
- ◆ History of Chinese animation
- ◆ China's animation industry chain
- ◆ Comparison of Chinese and Japanese anime voice actors

Lesson 10: Film and television industry (2-credit hours)

- ◆ Concepts, industry chains and awards of Film and television industry
- ◆ Hollywood business model
- ◆ Two wings of Hollywood commercial films
- ◆ Hengdian Film and Television City

Lesson 11: Games industry (2-credit hours)

- ◆ The definition, classification, and development history of online games
- ◆ Market characteristics, charging models of the online games
- ◆ Type of online game enterprise
- ◆ Introduction to the game industry in Europe, the United States and Japan
- ◆ Introduction to the game industry in Korea and China
- ◆ The future of gaming

Lesson 12: Tourism exhibition industry (2-credit hours)

- ◆ Basic concept of tourism exhibition industry
- ◆ Development model of creative tourism industry
- ◆ Cases related to tourism and exhibitions

Lesson 13: Advertising Industry and Creative Communication Management (2-credit hours)

- ◆ From consumers to producers
- ◆ About the communication element
- ◆ Collaborative creativity

Lesson 14: Creative Cities and Urban Cultural Industries (2-credit hours)

- ◆ Creative Cities
- ◆ Creative City Composition
- ◆ Creative City Development

Lesson 15: Cultural creativity industry and cultural security (2-credit hours)

- ◆ Culture and cultural security
- ◆ Cultural hegemony and cultural imperialism
- ◆ Cultural traditions and cultural exceptions

Lesson 16: Class Sharing and Review (2-credit hours)

Write an awareness report on the development of cultural creativity industry in Europe, the United States, East Asia or China, requiring a large amount of material to be consulted in writing outside the classroom. The final presentation is in the form of a class speech and a written report (2000-4000 words).

18. 教材及其它参考资料 Textbook and Supplementary Readings

图书 (Books)

- 刘泓、袁勇麟编.文化创意产业十五讲[M].成都:四川大学出版社, 2012.08.
 吴存东、吴琼著.文化创意产业概论[M].北京:中国经济出版社, 2010.01.
 向勇. 21世纪文化产业管理系列教材 文化产业概论[M]. 北京:中国人民大学出版社, 2022.03.
 欧阳友权主编. 文化产业概论[M]. 长沙:湖南人民出版社, 2007.06.
 李向民、王晨、成乔明著.文化产业管理概论[M].太原:书海出版社, 2006.

课程评估 ASSESSMENT

| 19. 评估形式 Type of Assessment | 评估时间 Time | 占考试总成绩百分比 % of final score | 违纪处罚 Penalty | 备注 Notes |
|---|--------------|----------------------------------|-----------------|--|
| 出勤 Attendance | | 10% | | 无故缺席 5 次及以上为不通过 Students with absence of 5 times or more will be noted as "not passed" |
| 课堂表现 Class Performance | | 20% | | 参与课堂问题讨论 Participation in class discussion |
| 小测验 Quiz | | | | |
| 课程项目 Projects | | | | |
| 平时作业 Assignments | | | | |
| 期中考试 Mid-Term Test | | 30% | | 学生分享自己感兴趣的与文化创意产业相关的案列，并在课堂上进行演示交流，由学生和老师共同评议。 Students share cases about cultural creativity industry, and present them in class, which are judged by students and teachers. |
| 期末考试 Final Exam | | | | |
| 期末报告 Final Presentation | | 40% | | 撰写一篇关于欧洲、美国、东亚或中国文化创意产业发展相关情况的认识报告，要求在课下查阅大量资料形成文字。最终以课堂演讲和文字报告的形式呈现（字数：2000—4000 字）。 Write an awareness report on the development of cultural creativity industry in Europe, the United States, East Asia or China, requiring a large amount of material to be consulted in writing outside the classroom. The final presentation is in the form of a class speech and a written report (2000-4000 words). |
| 其它（可根据需要改写以上评估方式） Others (The above may be modified as necessary) | | | | |

20. 记分方式 GRADING SYSTEM

- A. 十三级等级制 Letter Grading
 B. 二级记分制（通过/不通过） Pass/Fail Grading

课程审批 REVIEW AND APPROVAL

21. 本课程设置已经过以下责任人/委员会审议通过
This Course has been approved by the following person or committee of authority