

# MILTON FRIEDMAN UNIVERSITY

INSTITUTION IDENTIFICATION NUMBER: FI83995

H-1039 BUDAPEST, KELTA UTCA 2. \* MAIL: H-1312 BUDAPEST, PF. 16. \* E-MAIL: ERASMUS@UNI-MILTON.HU

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<b>Title of the course:</b>	<b>Creative Industries</b>		
<b>Course ID:</b>	<b>VE-KMT009</b>		
<b>Level of education:</b>	<b>Regular &amp; Erasmus</b>	<b>Academic semester:</b>	<b>Spring semester</b>
<b>Professor's name:</b>	<b>Dr. Jablonczay Tímea, Phd</b>	<b>Academic title:</b>	<b>Associate professor</b>
<b>Hours per semester:</b>	<b>30 hours</b>	<b>Credits:</b>	<b>4</b>
<b>Exam:</b>	<b>Written exam</b>	<b>Pre-requisites:</b>	

## The purpose of the course

The topic of creative industries and creative society has been becoming an increasingly important issue in recent years. The changes in social and economical structure of a society may determine the transformation of production, regulation and consumption of cultural products. The key factors for success of our contemporary information societies can be seen as the culture, the knowledge-production, the creativity and the innovation. The creative industries are such industries in which the artistic (creative) content is intertwined with economic value.

The course concerns with the issue of creative and creative industries; our major questions: What is the role of culture in innovation? Can creativity and innovation be managed? How does individual creativity can link with organizational and institutional cultures? How can we understand the role of locality, and local systems along with transformation of social and economical structure within transnational context?

The aim of this course is to consider and rethink of the difference between cultural and creative industries, we deal with the topic of creativity, economic model of creativity, issue of smart cities and rural localities.

## Structure of course

1. Introduction. Creative Industries by the turn of information society.
2. Cultural Industry (Adorno, Horkheimer) – Taste cultures
3. Information society, Knowledge-based society, theories of bio-diversity
4. Elements of creativity
5. Creative Industries and Creative Sectors (Howkins, Florida)
6. Local communities and global impacts
7. Locality, local systems
8. Economical effects and creative industries
9. Creative classes, labor force in the European Union, Creative labor force in Hungary
10. Smart cities I.
11. Smart cities II.
12. Rural locality
13. Empirical and Interpretative Research in Dabas (Hungary)

## Educational methods

Final essay on one topic according to visual culture or visual communication; or visual texts could be interpreted by semiotics or other visual analysis method. The essay should be written in min. 5 pages.

## Required reading:

Florida, R.: The Rise of the Creative Class and How It Is Transforming Work, Leisure Community and Everyday Life, Basic Books, New York, 2004.

Editorial: Defining defining: The Creative industries of definition = Creative Industries Journal (6) 2013/2

## Offered reading:

R.Comunian, C.Chapain, N. Clifton: Introduction. Creative Industries & creative policies: a European perspective? = City, Culture and Society (5) 2014/2 51-53.

R.Comunian, C.Chapain, N. Clifton: Location, location, location: exploring the complex relationship between creative industries and place = Creative Industrial Journal (3) 2010/1. 5-10.

Jan Fillis: An aesthetic understanding of the craft sector = Creative Industries Journal (5) 2012/1-2. 23-40.

John Hartley (Ed): Creative Industries. Blackwell, Uk, US, 2005.

Renata Paola Dameri, C. Rosenthal-Sabroux (Eds): Smart City. Springer, 2014.