### Faculty of Arts

**Global Creative Industries**

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<thead>
<tr>
<th>Offered As:</th>
<th>✓ Major</th>
<th>✓ Minor</th>
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<td><em>Open to students of other Faculties:</em></td>
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#### What is it about?

The Global Creative Industries Major constitutes an interdisciplinary framework to the study of the complex relation and interaction between commerce and culture. It examines and analyzes the intertwined cultural, economic, social and political forces behind the commercialization of creativity and the culturalization of commerce at an industry-level. Through its global and comparative emphasis, the programme aims primarily to engage students in examining different perspectives on culture and to reflect critically on its changing roles, forms and contents in today’s society in which culture and commerce increasingly overlap with each other. This programme provides an East-West global framework to the comparative study of the creative industries in Asia and the West. It provides students with a panoramic view of the emergence, development and prospect of the creative industries at the global, regional, national as well as local levels. It aims to examine the broader system of production, distribution, marketing, consumption, and regulation of the key creative industries including but not limited to advertising, fashion, art, antiques and crafts, publishing, music, performing arts, digital entertainment, design, film and video, software and computing, and television and radio.

#### Offering Faculty/ Department/ School/Institute:

School of Modern Languages and Cultures (SMLC)

#### Pre-requisite requirements and/or other conditions for declaring the major/minor

**Major:**

GCIN1001  
Two introductory courses from any Arts programmes totaling 12 credits

**Minor:**

GCIN1001  
For details, please check with SMLC.

#### Career opportunities:

For further information, please check with SMLC, Faculty or CEDARS (Careers & Placement).

#### Further information:


#### Contact:

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E: smlc@hku.hk

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* **Note:** Students pursuing curricula with major / minor programme(s) must complete at least one major programme from their home Faculties upon graduation.

**Disclaimer:** The information mainly applies to students admitted in 2018-2019 and thereafter. For students from different cohorts, the information is only for reference. Please check with Faculty/offering department for details. The pre-requisite requirements / conditions are subject to changes by Faculties from time to time, and students are advised to check with their Faculty Office in case of doubt.