

## Economics and Communication

Course strength – Entry level I  
Course duration – 18 weeks, term II, 2020-21  
Lecture time – Pending  
Venue: Pending  
Course mode – Theory, seminar and case study.  
Responsible teacher – Dr. CHANG, Shih-Chien  
scchang@ccu.edu.tw

## Course Description and Specifications

### Course description

We are experiencing “new lives” day by day when Uber changed the way we move, Airbnb changed the way we live during tour, Wikipedia/Google changed the way we solve a problem, and Bitcoin changed the definition of “money”. These new lives we enjoy (or suffer) could hardly be imagined in an industrial society in the twentieth century, not very long time ago. What’s the hidden force drove such a quick transformation and how they came true?

Since the late 1980s, the economies of the advanced countries have gradually entered a new stage that the information and knowledge-based sectors become significant while the traditional manufacturers had relatively poor performance or even shrink. Such a phenomenon has been characterized as the emergence of “new economy”. Meanwhile, the dramatic development of information and communication technology (ICT) could be one of the powerful engines behind the transformation that the traditional private property system and hierarchical relationship has been challenged seriously. Accordingly, the ICT-driven network mechanism, sharing economy, and the common wealth society will be the three aspects on which we focus in this course.

This course shall enable students to understand the features and reasons of new economy from the media-centered perspective. After that s/he will have a vision to see through the development and grab the opportunities beforehand. Via case-studies, it could also help students to acknowledge the challenges that the media and business have nowadays and propose solutions for them.

### Course Intended Learning Outcomes (CILO):

- CILO 1: The students will learn the fundamental knowledge about economics.
- CILO 2: The students will have a basic understanding on the transformation and development of current economy.
- CILO 3: The students are capable of relating the dynamics of economy to knowledge-based growth with the rapid development of new media.
- CILO 4: The students understand the dynamics of new media-driven network the people embedded in and tell the resources and opportunities in it.

### Assessment

Attendance: 5%  
Participation: 10%  
Teamwork: 20%  
Mid-term exam: 15%

Final exam: 50%

**- Attendance (10%)**

- The attendance is based on the roll call records. Roll call will be done in the beginning of each session. The student will have 1 point if s/he enters in the venue before the roll call, and 0.5 points after it. S/he will get 0 due to absence for sure. The sum of the points a student has represents his/her attendance score in the semester.
- The student's absence records could be written off when s/he presents acceptable certificate(s) for sick leave, compassionate leave, or casual leave.
- The maximum is 100.

**- Participation (20%)**

- This part is based mainly on how good the student's class notes are. All the students are required to take notes of the lectures, other's presentations and feedback in class. Each student's notes will be checked and scored randomly for four times in the semester. And the best three scores of the four will be counted in for this part.
- Extra scores will be gained due to student's active participation in and after class. On the contrary, his/her ignorance of any requirements which have been announced publicly will lead to poor marks in this part.
- The maximum is 100.

**- Teamwork: concept practice (40%)**

- Students will be divided into some groups for this item. Each group will be assigned **cases** for concept practice.
- For the specific cases, each group will be assigned an article for careful study and presentation, which should include two parts: the article's main arguments and a proper case to support them. The former is based on the thorough reading while the latter is collected, explored, and organized by students.
- The file of slides for presentation shall be submitted to the teacher before the end of the class. It will be shared with all classmates via cloud service.

**- Final exam (30%)**

## **Required and optional texts**

- The first article assigned in each week (please refer to the teaching schedule) is the required text which shall be read thoroughly. All the articles assigned in each week except for the first one are for your extra reading. You could refer to them to get better understanding if the required text confused you.

## **Teaching schedule**

### **1. Introduction**

Tapscott, D. (2015). *The Digital Economy ANNIVERSARY EDITION: Rethinking Promise and Peril in the Age of Networked Intelligence*. New York: McGraw-Hill Education. Ch.2.

- Rifkin, J. (2014). *The zero marginal cost society: The internet of things, the collaborative commons, and the eclipse of capitalism*. New York: Palgrave Macmillan. ch. 1.
- Landefeld, J. S., Seskin, E. P., & Fraumeni, B. M. (2008). Taking the pulse of the economy: Measuring GDP. *Journal of Economic Perspectives*, 22(2), 193-216.

## **2. Basic topics and principles about economics, media economics, and communication economics**

- Doyle, G. (2012). *Understanding Media Economics* (2nd ed.). London: Sage. ch.1.
- Cunningham, S., Flew, T., & Swift, A. (2015). *Media Economics*. London: Palgrave Macmillan. Ch. 1.
- Napoli, P. M. (2009). Media economics and the study of media industries. In J. Holt & A. Perren (Eds.), *Media Industries: History, Theory, and Method* (pp. 161-170). Malden, MA: Wiley-Blackwell.
- Wildman, S. S. (2006). Paradigms and analytical frameworks in modern economics and media economics. In A. B. Albarran, S. M. Chan-Olmsted, & M. O. Wirth (Eds.), *Handbook of media management and economics* (pp. 67-90). Mahwah, N.J.: Lawrence Erlbaum Associates, Inc.
- Picard, R. G. (2006). Historical trends and patterns in media economics. In A. B. Albarran, S. M. Chan-Olmsted, & M. O. Wirth (Eds.), *Handbook of media management and economics* (pp. 23-36). Mahwah, N.J.: Lawrence Erlbaum Associates, Inc.
- Lacy, S., & Bauer, J. M. (2006). Future directions for media economics research. In A. B. Albarran, S. M. Chan-Olmsted, & M. O. Wirth (Eds.), *Handbook of Media Management and Economics* (pp. 653-672). Mahwah, N.J.: Lawrence Erlbaum Associates, Inc.
- Doyle, G., & Frith, S. (2006). Methodological approaches in media management and media economics research. In A. B. Albarran, S. M. Chan-Olmsted, & M. O. Wirth (Eds.), *Handbook of media management and economics* (pp. 551-570). Mahwah, N.J.: Lawrence Erlbaum Associates, Inc.
- Hoskins, C., McFayden, S., & Finn, A. (2004). *Media Economics: Applying Economics to New and Traditional Media*. Thousand Oaks, Calif.: Sage.

## **3. The emerging ICT-driven economy: The characteristics**

- Thrift, N. (2005). *Knowing Capitalism*. London: Sage. Ch. 2.
- Tapscott, D. (2015). *The Digital Economy ANNIVERSARY EDITION: Rethinking Promise and Peril in the Age of Networked Intelligence*. New York: McGraw-Hill Education. Ch.1.
- Brynjolfsson, E., & McAfee, A. (2014). *The second machine age: Work, progress, and prosperity in a time of brilliant technologies*. New York: W.W. Norton & Company. Ch. 8.
- Orsi, C. (2009). Knowledge-based society, peer production and the common good. *Capital & Class*, 97, 31-51.

## **4. How the old becomes old: The end of traditional economy?**

- Castells, M. (2001). *The Internet Galaxy: Reflections on the Internet, Business, and Society*. Oxford: Oxford University Press. Ch. 3.
- Kelly, K. (2013). The post-productive economy. Retrieved from <http://kk.org/thetechnium/the-post-productive/>

- Brynjolfsson, E., & Saunders, A. (2009). What the GDP gets wrong (why managers should care). *MIT Sloan Management Review*, 51(1), 95-96.
- Liagouras, G. (2005). The political economy of post-industrial capitalism. *Thesis Eleven*, 81(1), 20-35.
- Heffernan, N. (2000). *Capital, Class, and Technology in Contemporary American Culture: Projecting Post-Fordism*. London: Pluto. Ch. 1.
- Harvey, D. (1989). *The Condition of Postmodernity*. Oxford: Basil Blackwell. Ch. 8.
- Coyle, D. (2014). *GDP: A Brief But Affectionate History*. Princeton: Princeton University Press. Ch. 4.
- Esser, J., & Hirsch, J. (1995). The crisis of Fordism and the dimensions of a 'Post-Fordism' regional and urban structure. In A. Amin (Ed.), *Post-Fordism: A Reader* (pp. 71-97). London: Wiley-Blackwell.
- Piore, M. J., & Sabel, C. F. (1984). *The Second Industrial Divide : Possibilities for Prosperity*. New York: Basic Books.
- Rifkin, J. (2014). *The zero marginal cost society: The internet of things, the collaborative commons, and the eclipse of capitalism*. New York: Palgrave Macmillan. ch. 2, 3, 4.
- Martin, J. L. (1999). The myth of the consumption oriented economy and the rise of the desiring subject. *Theory and Society*, 28(3), 425-453.

## **5. Case study: The new-media driven transformation of modern business**

Pending

## **6. Network-based economy: The information infrastructure**

- Florida, L. (2014). *The Fourth Revolution: How the Infosphere is Reshaping Human Reality*. Oxford, UK.: Oxford University Press. Ch.1, 2.
- Buckland, M. (2017). *Information and Society*. Cambridge, MA: The MIT Press. Ch. 1.
- Donner, J. (2015). *After Access: Inclusion, Development, and a More Mobile Internet*. Cambridge, MA: MIT Press. Ch.2.
- Greengard, S. (2015). *The Internet of Things*. Boston, MA: MIT Press. Ch. 1, 2.

## **7. Network-based economy: The nervous system**

- van Dijk, J. (2006). *The Network Society: Social Aspects of New Media* (2nd ed.). London: Sage. ch. 2.
- van Dijk, J. (2013). *The Culture of Connectivity: A Critical History of Social Media*. Oxford, UK.: Oxford University Press. ch. 1, 2.
- Beinhocker, E. D. (2006). *The Origin of Wealth: Evolution, Complexity and the Radical Remaking of Economics*. Boston: Harvard Business School Press. Ch. 7.
- Castells, M. (2010). *The Rise of the Network Society* (2nd ed.). Oxford: Wiley-Blackwell. ch. 1.
- Castells, M. (2009). *Communication Power*. Oxford: Oxford University Press. ch. 2.
- Rainie, L., & Wellman, B. (2012). *Networked: The New Social Operating System*. Boston: MIT Press. ch. 1.
- Monge, P. R., & Contractor, N. (2003). *Theories of Communication Networks*. Oxford, UK.: Oxford University Press.
- Deuze, M., & Witschge, T. (2017). Beyond journalism: Theorizing the transformation of journalism. *Journalism*, 19(2), 165-181.

- Hunter, A. (2015). Crowdfunding independent and freelance journalism: Negotiating journalistic norms of autonomy and objectivity. *New Media & Society*, 17(2), 272-288.
- Creech, B., & Nadler, A. M. (2017). Post-industrial fog: Reconsidering innovation in visions of journalism's future. *Journalism*, 19(2), 182-199.

## **8. Network-based economy: The flowing economy**

- van Dijk, J. (2006). *The Network Society: Social Aspects of New Media* (2nd ed.). London: Sage. ch. 4.
- Rainie, L., & Wellman, B. (2012). *Networked: The New Social Operating System*. Boston: MIT Press. Ch. 10, 11.
- Monge, P. R., & Contractor, N. (2003). *Theories of Communication Networks*. Oxford, UK.: Oxford University Press.
- Fisher, E. (2010). *Media and New Capitalism in the Digital Age: The Spirit of Networks*. New York: Palgrave Macmillan.
- Whittle, A., & Spicer, A. (2008). Is actor network theory critique? *Organization Studies*, 29(4), 611-629. doi:10.1177/0170840607082223
- Castells, M. (2007). Communication, power and counter-power in the network society. *International Journal of Communication*, 1, 238-266.
- Bro, P. (2010). When newsmen make networks. *Journalism Practice*, 4(1), 17-32. doi:10.1080/17512780903119669
- Muthukumaraswamy, K. (2010). When the media meet crowds of wisdom: How journalists are tapping into audience expertise and manpower for the processes of newsgathering. *Journalism Practice*, 4(1), 48-65.

## **9. Case study: Platform, the network-based business**

Pending

## **10. Sharing economy: The value of non-market sharing**

- Sundararajan, A. (2016). *The Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism* Cambridge, Mass: MIT Press. Ch. 1
- Aigrain, P. (2012). *Sharing: Culture and the Economy in the Internet Age*. Amsterdam: Amsterdam University Press. ch. 3.
- Lessig, L. (2009). *Remix: Making Art and Commerce Thrive in the Hybrid Economy*. New York: Penguin Books. ch. 6.

## **11. Sharing economy: The crowd as the market maker**

- Sundararajan, A. (2016). *The Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism* Cambridge, Mass: MIT Press. Ch. 4, 5
- Stephany, A. (2015). *The Business of Sharing: Making it in the New Sharing Economy*. London: Palgrave Macmillan. ch. 2, 5.
- Botsman, R., & Rogers, R. (2010). *What's Mine Is Yours: The Rise of Collaborative Consumption*. New York: HarperBusiness. ch. 4, 10
- Tapscott, D., & Williams, A. D. (2006). *Wikinomics: How Mass Collaboration Changes Everything*. New York: Penguin.
- Hardt, M., & Negri, A. (2009). *Commonwealth*. Cambridge, Mass.: Harvard University Press. Ch. 5.

- Rifkin, J. (2014). *The zero marginal cost society: The internet of things, the collaborative commons, and the eclipse of capitalism*. New York: Palgrave Macmillan. ch. 4.
- Ertz, M., Durif, F., & Arcand, M. (2016). Collaborative consumption: Conceptual snapshot at a buzzword. *Journal of Entrepreneurship Education*, 19(2), 1-23.

## 12. Sharing economy: The end of ownership

- Perzanowski, A., & Schultz, J. (2016). *The End of Ownership: Personal Property in the Digital Economy*. Cambridge, MA: MIT Press. Ch. 1.
- Donner, J. (2015). *After Access: Inclusion, Development, and a More Mobile Internet*. Cambridge, MA: MIT Press. Ch.2.
- Benkler, Y. (2011). *The Penguin and the Leviathan: How Cooperation Triumphs Over Self-Interest* New York: Crown Business. Ch. 1, 2.

## 13. Case Study: The sharing-oriented business/economy

Pending

## 14. Prosumer era: The merger of consumer and producer

- Ritzer, G. (2015). Prosumer capitalism. *The Sociological Quarterly*, 56(3), 413-445. doi: 10.1111/tsq.12105
- Ritzer, G., Dean, P., & Jurgenson, N. (2012). The coming age of the prosumer. *American Behavioral Scientist*, 56(4), 379-398.
- Ritzer, G., & Jurgenson, N. (2010). Production, consumption, presumption. *Journal of Consumer Culture*, 10(1), 13-36.
- Ritzer, G. (2005). *Revolutionizing the Means of Consumption: Enchanting a Disenchanted World* (2nd ed.). London: Sage.
- Zwick, D., Bonsu, S., & Darmondy, A. (2009). Putting consumers to work. "Co-creation" and new marketing govern-mentality. *Journal of Consumer Culture*, 8(2), 163-196.
- Bonsu, S. K., & Darmody, A. (2008). Co-creating Second Life market: Consumer cooperation in contemporary economy. *Journal of Macromarketing*, 28(4), 355-368.
- Heyman, R., & Pierson, J. (2015). Social media, delinguistification and colonization of life-world: Changing faces of Facebook. *Social Media + Society*, 1(2), 1-11. doi: 10.1177/2056305115621933

## 15. Common wealth: The alternative model

- Hardt, M., & Negri, A. (2004). *Multitude: War and Democracy in the Age of Empire*. London: Penguin. Part 2.1 (page 168-253)
- Hardt, M., & Negri, A. (1994). *Labor of Dionysus: A Critique of State-Form*. Minneapolis: University of Minnesota Press.
- Hayles, N. K. (2006). Unfinished work: From cyborg to cognisphere. *Theory, Culture & Society*, 23(7-8), 159-166.
- Mitchell, W. J. (2003). *Me++: The Cyborg Self and the Networked City*. Cambridge, MA: MIT Press. Ch. 2.
- Poster, M. (2002). Workers as cyborgs: Labor and networked computers. *Journal of Labor Research*, 23(3), 339-353.
- Virno, P. (2004). *A Grammar of the Multitude: For an Analysis of Contemporary Forms of Life* (I. Bertolotti, J. Cascaito, & A. Casson, Trans.). Cambridge, MA: MIT Press. Ch. 4.

## **16. The current economy and its future**

Hardt, M., & Negri, A. (2009). *Commonwealth*. Cambridge, Mass.: Harvard University Press. Part. I.

Benkler, Y. (2006). *The Wealth of Networks: How Social Production Transforms Markets and Freedom*. New Haven, Conn.: Yale University Press. Ch. 4.

Benkler, Y. (2004). Sharing nicely: On sharable goods and the emergence of sharing as a modality of economic production. *Yale Law Journal*, 114(2), 273-358.

Perzanowski, A., & Schultz, J. (2016). *The End of Ownership: Personal Property in the Digital Economy*. Cambridge, MA: MIT Press. Ch.1.

Kostakis, V., & Bauwens, M. (2014). *Network Society and Future Scenarios for A Collaborative Economy*. Hampshire: Palgrave Macmillan.

Amin, A. (Ed.). (2009). *The Social Economy: International Perspective on Economic Solidarity*. London: Zed Books. Ch. 1.

Amin, A. (Ed.). (2009). *The Social Economy: International Perspective on Economic Solidarity*. London: Zed Books. Ch. 2.

Arvidsson, A., & Peitersen, N. (2013). *The Ethical Economy: Rebuilding Value After the Crisis*. New York: Columbia University Press. Ch. 6.

## **17. Case study: NGO and CSR, The alternative models**

Pending

## **18. Final exam**