TANTÁRGYI ADATLAP
SUBJECT DATASHEET

DIGITAL MUSIC INDUSTRIES

BMEGT43M171

I. COURSE DESCRIPTION

1. SUBJECT DATA

Course name
DIGITAL MUSIC INDUSTRIES

Course code	BMEGT43M171	*Course type*	class

Kurzustípusok és óraszámok

Type	*Lessons*
Lecture	4
Practice	0
Laboratory	0

Type of assessment
exam

Number of credits
5

Course leader

Name	*Position*	*Email adress*
Dr. Barna Róza Emília	associate professor	barna.emilia@gtk.bme.hu

Organizational unit for the subject
Department of Sociology and Communication

Subject website
https://edu.gtk.bme.hu

Language of teaching
magyar - HU

Curriculum role of the subject, recommended semester
Programme: **Kommunikáció és médiatudomány mesterszak - Digitális média specializáció (2018-tól)**
Subject Role: **Szakirányon kötelező**
Recommended semester: **2**

Programme: **Kommunikáció és médiatudomány mesterszak - Kulturális iparágak specializáció (2018-tól)**
Subject Role: **Szakirányon kötelező**
Recommended semester: **2**

Programme: **Kommunikáció- és médiatudomány mesterszak - Kulturális terek specializáció (2016-tól)**
Subject Role: **Kötelezően választott**
Recommended semester: **0**

Programme: **Kommunikáció- és médiatudomány mesterszak - Digitális média specializáció (2016-tól)**
Subject Role: **Kötelezően választott**
Recommended semester: **0**

Pre-requisites

strong	Nincs
weak	Nincs
paralell	Nincs
exclusive	Nincs

1.13 A tantárgyleírás érvényessége / Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580251/13/2023 registration number. Valid from: 29.03.2023.

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2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

With the spreading of digital formats and the internet, the structure of the music industries has fundamentally transformed, along with our habits of listening to music and the practices of music making. With the help of digital sound recording and editing technology, musicians are able to record a song or an album in their bedrooms, and immediately share it with their audience by uploading it onto an online social media platform. For music fans, the immediately available selection in music to listen to via digital music stores and streaming services is broader than ever. At the same time, the majority of music industry income is still produced by the biggest pop and rock stars, and the concentration of corporations in the industry continues alongside the democratisation of access. The course looks at these – at times contradictory – tendencies through theoretical and practical, international and Hungarian contexts, with the help of accounts of representatives of the Hungarian music industries and related sectors (rights management, radio, television) –guest speakers of the course –, providing, besides theory and statistical data, practical knowledge and experience to those who aim to pursue a profession in the music industries.

Learning outcomes

Knowledge

1. His/her knowledge includes placing the field in a broader system, the recognition of connections to related fields, the opportunities provided by the broader system and the use of contexts related to impact.
2. Familiar with the problems and relations of various areas of communication and media systems, including the relations between media and popular culture, the operating principles of the global media market, and the global rules of cultural exchange.

Ability

1. In solving professional tasks, he/she is capable of independent analysis, evaluation, and synthesis of conclusions and explanations.
2. Able to explore and process science sources either in Hungarian or foreign languages, and to apply the conclusions drawn in practice during his/her professional work.
3. Able to prepare independent summaries and analyses in a specialised form on sub-topics of his/her field of expertise, as well as studies and textual summaries that include the analyses.

Attitude

1. Accepts that cultural phenomena are historically and socially determined and variable
2. Accepts and consistently recognises the diversity of social science thinking, and authentically represents its conceptual foundations in his/her narrower and wider environment.
3. Open to all forms of professional innovation, receptive, but not unthinkingly accepting of theoretical, practical and methodological innovations.

Autonomy and responsibility

1. Takes responsibility for complying with the professional and ethical standards of his/her chosen field of expertise.
2. Participates consciously and responsibly in all forms of cooperation in order to consistently implement and protect the legal, ethical and professional standards of society, his/her narrower professional field and workplace.
3. Assumes responsibility for the professional texts he/she produces in his/her native language and foreign languages, and is aware of their possible consequences.

Methodology of teaching

Lecture, guest lecture, student presentations, discussion.

Materials supporting learning

- A tantárgy elvégzéshez szükséges oktatási anyagok, szakirodalom a kurzus moodle-oldaláról érhető el a hallgatóknak (edu.gtk.bme.hu)
- Steve Collins –Sherman Young. 2014. Beyond 2.0. The Future of Music. Equinox
- Jeremy Wade Morris. 2015. Selling Digital Music, Formatting Culture. University of California Press
- Chris Anderson. 2008 [2006]. The Long Tail. Why the Future of Business is Selling Less of More. Hyperion Books
- Timothy D. Taylor. 2016. Music and Capitalism. A History of the Present. University of Chicago Press
- H. Cecilia Suhr. 2012. Social Media and Music. The Digital Field of Cultural Production. Peter Lang

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules
A 2.2. pontban megfogalmazott tanulási eredmények értékelése: A félév végi aláírás megszerzésének feltétele a zárthelyi dolgozaton elért min. 50%-os eredmény. órai jelenlét és aktivitás értékelése-zárthelyi dolgozat-vizsga/projektfeladat.

Performance evaluation methods
Assessment of in-class presence and activity-mid-term test-exam or project work.

Proportion of performance evaluations performed during the diligence period in the rating
- **active performance in class**: 18
- **midterm test**: 30

Proportion of examination elements in the rating
- **exam**: 52

The condition for obtaining the signature, validity of the signature
a zárthelyi dolgozaton elért min. 50%-os eredmény

Grading

Excellent	95
Very good	90–95
Good	77–89
Satisfactory	64–76
Pass	50-63
Fail	< 50

Correction and retake
Retakes and make-ups are regulated by the University's Code on Education and Examination.

Study work required to complete the course

classes	56
preparation for tests	54
reading	40
total	150

Approval and validity of subject requirements

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics discussed during the semester

A zeneipar szerkezete. Zeneipar a digitalizáció előtt; A digitalizáció kezdete a zeneiparban. MP3 és fájlcserélés; A "Napster-pillanat"; A "long tail" és kritikája; Streaming; Digitális zeneipari tendenciák Magyarországon; Digitális zenei karrierek. Sztárok, függetlenség, DIY; Digitális sampling és szerzői jog; A kulturális termelés digitális mezeje: zene és közösségi média; Digitális zenei hálózatok földrajza I.: A zeneipar szerkezetének átalakulása; Digitális zenei hálózatok földrajza II.: Globális pop ; Digitalizáció, munka és egyenlőtlenségek a zeneiparban; Új közvetítők, új professziók. Music curation

Lecturers participating in teaching

Approval and validity of subject requirements