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MMC 6936: Innovation & Entrepreneurship in Mass Communication

Creative Destruction/Disruptive Innovation Assignment (CDDI)

Objective: To be able to identify the concepts presented within Christensen's *Innovators Dilemma* and other class readings on disruptive innovations/technology and creative destruction, and to apply them to the mass communication industries.

Deliverable: A 5-8 page essay that illustrates how the concept of creative destruction, disruptive innovation, or both have played out within the mass communication industry of your choice (PR, advertising, journalism, telecom, social media, etc.). A type of "case study" assignment, you are to identify a specific exemplar ("case"), development, or "happening" within one of these fields, and thoroughly explain how the concepts presented in the readings above can be used to explain what happened. Be specific in tying the developments/occurrences to the literature.

Process: Take copious notes as you read *The Innovator's Dilemma*. Each time you have an insight or "aha" moment, that makes a connection to something in your area of mass communication, jot it down in a journal (or even in the margins of the book—assuming it's yours—and readings we cover on these topics) as you go along. Remember to "read for the theory" and concepts occurring. Many of the industries or exemplars the authors provide will have to do with mass communication, but see if you can recognize the dynamics at play, and see how they would apply similarly (or even how you've seen the same thing occurring in our industry).

Format: APA style, double-spaced, with in-text citations and reference list. Length should be 5-8 pages, before reference list.