



Universitat de Lleida

DEGREE CURRICULUM
**LITERATURE AND
ENTERTAINMENT
MANAGEMENT WORKSHOP**

Coordination: GUARDIOLA PASTOR, MARIA INES

Academic year 2022-23

Subject's general information

Subject name	LITERATURE AND ENTERTAINMENT MANAGEMENT WORKSHOP			
Code	101293			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in English Studies	4	OPTIONAL	Attendance-based
	Double degree: Bachelor's degree in English Studies and Bachelor's degree in Applied Languages and Translation	4	OPTIONAL	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA		TEORIA
	Number of credits	5		1
	Number of groups	1		1
Coordination	GUARDIOLA PASTOR, MARIA INES			
Department	ENGLISH AND LINGUISTICS			
Teaching load distribution between lectures and independent student work	90h of workshop work 60h of independent student work			
Important information on data processing	Consult this link for more information.			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
CAÑADAS RICO, ARIADNA	ariadna.canadas@udl.cat	3	
GUARDIOLA PASTOR, MARIA INES	agnes.guardiola@udl.cat	3	

Learning objectives

This subject has the following **general learning objectives**, which are derived from the English Studies program:

- To train experts in creating, revising, and/or translating texts in English for companies and institutions.
- To train professionals who become experts in the field of interpersonal communication.
- To train students in the field of intercultural communication and mediation.
- To enhance the understanding of literary texts in a critical way.

The **learning results** of this subject are:

- To acquire literary tools to be applied in the critical analysis of texts in English.
- To create and develop texts and cultural projects coming from the study of literature, cinema, and mass-media.
- To apply the theoretical knowledge of literature in English acquired in the degree to creative and/or educational projects.
- To understand and develop the theoretical and practical knowledge of literature as an art or cultural product; as well as its interaction with the historic and cultural context.
- To understand the interaction between literature and cinema through cultural mass media products.
- To identify and appreciate the contributions of women throughout history in different roles of the artistic creation.
- To recognize the contributions of the reactions to power relationships and gender norms in art and feminist, LGBTI and queer artistic practices.
- To develop critical thinking about sexual representations in the present time visual culture and, especially, in publicity, television, cinema and Internet.
- To know how to question idealised representations of feminine and masculine bodies and also the common representation of women as passive objects of desire.
- To know how to analyse the interaction between race and gender in the literary productions from the English-speaking countries.

Competences

This subject develops the following competences from the English Studies degree:

a) General Competences

CG3 To show creativity and initiative

CG4 To apply the foundations and consequences of academic ethics and professionalism in the academic work.

CG6 To work in a team environment.

CG8 To adapt oneself to new scenarios.

CG9 To show motivation for quality and rigour.

CG13 To apply theoretical knowledge on practical cases.

b) Specific Competences

CE7 To apply the acquired knowledge on products for the professional world.

CE11 To analyse the influence and the popularity of the literature in English through its representation in cinema and mass media.

c) Cross-curricular competence:

CT6 Apply a gender perspective to tasks related to specific professional settings.

d) Other Competences

To apply the acquired knowledge of the English literature and culture in the field of entertainment.

Subject contents

Subject Content

- Unit 1: Definitions of Literature and Entertainment
- Unit 2: Psychology of Entertainment
- Unit 3: Ethics and Management
- Unit 4: Types of Entertainment
- Unit 5: Media Entertainment
- Unit 6: Interactive Entertainment
- Unit 7: Digital Entertainment
- Project Design Workshop

Methodology

CLASS ORGANISATION:

Face-to-face teaching as established in the calendar.

If, due to space restrictions, we cannot accommodate the whole group in the classroom, we will establish rotations. If this is the case, the face-to-face class will take place using the videoconference tool in the virtual campus (VC) so that the students who stay at home can follow the class on-line synchronically.

In the event of a new lockdown, all classes will be on-line and delivered synchronically on the days and at the times established in the calendar.

Classes will not necessarily be recorded and, as a consequence, attendance is compulsory.

In case they are recorded: In accordance with current regulations on the protection of personal data, we inform you

- The organisation responsible for the recording and use of the image and voice is the University of Lleida - UdL (contact details of the representative: General Secretariat. Plaza Víctor Siurana, 1, 25003 Lleida; sg@udl.cat; contact details of the data protection officer: dpd@udl.cat).
- The recorded images and voices shall be used exclusively for teaching purposes.
- The recorded images and voices shall be saved and preserved until the end of the current academic year, and shall be destroyed in accordance with the terms and conditions specified in the regulations on the preservation and disposal of administrative documents of the UdL, and the documentary evaluation tables approved by the Generalitat de Catalunya (<http://www.udl.cat/ca/serveis/arxiu/>).
- The voices and images are considered necessary to teach this subject, and teaching is a right and a duty of the teaching staff of the Universities, which they must exercise under academic freedom, as provided for in article 33.2 of the Organic Law of Universities (Ley Orgánica de Universidades) 6/2001, of December 21. For this reason, the UdL does not need the consent of the students to register their voices and images with the sole and exclusive purpose of teaching in this particular subject.
- The UdL shall not transfer the data to third parties, except in the cases strictly provided for by the Law.
- The student can access their data; request correction, deletion or portability; object to its processing and request its limitation, as long as it is compatible with the purposes of teaching, by writing to dpd@udl.cat. You can also submit a complaint to the Catalan Data Protection Authority, via a mail to its website (<https://seu.apd.cat>) or other non-electronic means.

TEACHING METHODOLOGY:

In order to reach the subject's objectives, the course is divided into:

LECTURES: Will be devoted to introducing theory of entertainment and presenting and analysing relevant examples.

SEMINAR SESSIONS: Will be devoted to the assessment and creation of a literary product of entertainment.

Development plan

	THURSDAY	FRIDAY
UNIT 1 (Ariadna/Agnès)	15 September	16 September
UNIT 2 (Ariadna)	22 September	23 September
UNIT 3 (Ariadna)	6 October	7 October
	13 October	14 October
UNIT 4 (Ariadna)	20 October	21 October
	27 October	
Oral Presentations		28 October
	3 November (Exam)	
UNIT 5 (Agnès)		4 November

Unit 6 (Agnès)	10 November	11 November
Unit 7 (Agnès)	17 November	18 November
Project Development	24 November	25 November
	1 December	2 December
		9 December
Presentations	15 December +22 Des	16 December

Evaluation

Assessment will be continuous. Students who combine their degree with a full time job have the right to ask for alternative assessment within 5 days after the beginning of the semester. For information, please send an e-mail to academic@lletres.udl.cat or ask for information at the Faculty's secretary (Secretaria de la Facultat de Lletres).

- Dates for written activities will be established at the beginning of the semester.
- Activities handed in after the deadline will not be accepted.
- If plagiarised material is detected, we will apply what is established in the 'Regulations for the Assessment and Grading of Student Learning in UdL Bachelor's and Master's Degrees'.
- The course tutors reserve the right to introduce additional or alternative material for study at their discretion and to modify the programme if needs be.
- Language will be taken into account in all assessment activities.

The assessment will consist of:

1. A written exam about the theoretical content of the subject (18%)
2. An oral presentation about a specific case of a literary product of entertainment (20%)
3. Final product of literary entertainment (27%)
4. Portfolio (25%)
5. Class participation (10%)