



Universitat de Lleida

DEGREE CURRICULUM
**LITERATURE AND
ENTERTAINMENT
MANAGEMENT WORKSHOP**

Coordination: GUARDIOLA PASTOR, MARIA INES

Academic year 2023-24

Subject's general information

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|---------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|---------------|------------------|------------------|
| 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 | FOREIGN LANGUAGES AND LITERATURES | | | |
| 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.

CG3 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

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 (AGNÈS) | FRIDAY (ARIADNA) | |
|-----------------------------------------------|--------------------------------|--------------------------------|------------------------------|
| PRESENTATION/UNIT 1 | 14 September | 15 September | |
| UNIT 5/UNIT 1 | 21 September | 22 September | |
| NO CLASS | 28 September (no Class) | 29 September (No Class) | |
| UNIT 6/UNIT 2 | 5 October | 6 October | |
| | 12 October (No Class) | 13 October | |
| | | 20 October | |
| UNIT 7/UNIT 3 | 19 October | 27 October | |
| | | 3 November | |
| | 26 October | 10 November | |
| PROJECT DEVELOPMENT/EXAM | 2 November | 17 November - EXAM | |
| | | | |
| | | | |
| PROJECT DEVELOPMENT/UNIT 4 | 9 November | 24 November | |
| | 16 November | 1 December | |
| PROJECT DEVELOPMENT/ORAL PRESENTATIONS | 23 November | 30 November | 8 December (No Class) |
| | 7 December (No Class) | | |
| PROJECT EXHIBITION/ORAL PRESENTATIONS | 14 December | 22 December | |
| | 21 December | | |

Evaluation

SUMMARY OF ASSESSMENT ACTIVITIES:

BLOCK 1 – 22 %

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| Written exam about the theoretical content of the subject | 22 % |
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BLOCK 2 – 23%

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| Oral presentation about a specific case of a literary product of entertainment | 23% |
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BLOCK 3 – 29 %

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| Final product of literary entertainment | 29% |
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BLOCK 4 – 26 %

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| Portfolio | 26% |
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GENERAL INFORMATION:

- Students who want to ask for alternative assessment must submit an employment contract or justify, in a letter addressed to the dean, the reasons that make it impossible for him/her to carry out the continuous assessment within five (5) days after the beginning of the semester. For information, please send an e-mail to lletres.secretariacentre@udl.cat or ask for information at the Faculty's academic office (Secretaria Acadèmica de la Facultat de Lletres).
- Attendance to classes is compulsory.
- NP will be given when a student's assessment activities weigh less than 50% of the overall grade for the subject.
- Dates for assessment activities will be provided at the beginning of the semester. Date for PE2 (written exam 2) is the one established in the Faculty's exam calendar.
- Activities handed in after the deadline will not be accepted.
- Language will be taken into account in all of the assessment activities. There will be a penalty of -0.15 points per serious mistake.
- Students should read/watch compulsory texts before the corresponding sessions.
- All discussion worksheets will be provided by instructor before the corresponding sessions and should be prepared by students before discussion.
- If academic fraud or spontaneous copying 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.
- In case the authorship of a work is doubtful, the instructor can establish a mechanism to certify this authorship.
- The course tutor reserves the right to introduce additional or alternative material for study at her discretion and to modify the programme if needs be.

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).