



Universitat de Lleida

DEGREE CURRICULUM
CULTURAL INDUSTRIES

Coordination: ALONSO CAPDEVILA, MARIA ELENA

Academic year 2018-19

Subject's general information

Subject name	CULTURAL INDUSTRIES		
Code	101969		
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION		
Typology	Degree	Course	Character
	Bachelor's Degree in Audiovisual Communication and Journalism	1	COMPULSORY
			Modality
			Attendance-based
Course number of credits (ECTS)	6		
Type of activity, credits, and groups	Activity type	PRAULA	TEORIA
	Number of credits	3	3
	Number of groups	2	2
Coordination	ALONSO CAPDEVILA, MARIA ELENA		
Department	CATALAN STUDIES AND COMMUNICATION		
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
ALONSO CAPDEVILA, MARIA ELENA	halonso@filcat.udl.cat	6	
SOTO MEROLA, JOANA	joana.soto@filcat.udl.cat	6	

Subject's extra information

Theory reflection and analysis of the different cultural industries, paying special attention to those that deal with the audiovisual sector.

Learning objectives

See competences section.

Competences

Competences	educational goals
Knowledge on the history and evolution of photography, cinema, radio and TV through their aesthetic and industrial proposals as well as its social and cultural relevance throughout the years.	<ol style="list-style-type: none"> Promote within the students the rational knowledge and the critical thought on the present reality so they can understand the society and knew how to communicate it understandably to others. 3. Acquire the basic and general knowledge on the main events and messages that configure the present audiovisual environment as well as its iconic and sound representations recognized in our contemporary society and how these can interrelate to configure the creation of audiovisual messages. 5. Train the student on the comprehensive and expressive competence, with adequacy and coherence, in Catalan, Spanish and English to communicate orally and on written form the practice of their profession.
Knowledge on the spatial image and the iconic representations in space, as well in the fixed image as in the audiovisual, and the constituent elements that include the psychological models specifically developed for the visual communication and the persuasion through images.	<ol style="list-style-type: none"> Promote within the students the rational knowledge and the critical thought on the present reality so they can understand the society and knew how to communicate it understandably to others. 3. Acquire the basic and general knowledge on the main events and messages that configure the present audiovisual environment as well as its iconic and sound representations recognized in our contemporary society and how these can interrelate to configure the creation of audiovisual messages. 5. Train the student on the comprehensive and expressive competence, with adequacy and coherence, in Catalan, Spanish and English to communicate orally and on written form the practice of their profession.

Theoretical and practical knowledge of the analysis, systematization and codification of the iconic contents and the audiovisual information in different supports and script technologies.	1. Promote within the students the rational knowledge and the critical thought on the present reality so they can understand the society and knew how to communicate it understandably to others.
	3. Acquire the basic and general knowledge on the main events and messages that configure the present audiovisual environment as well as its iconic and sound representations recognized in our contemporary society and how these can interrelate to configure the creation of audiovisual messages.
	5. Train the student on the comprehensive and expressive competence, with adequacy and coherence, in Catalan, Spanish and English to communicate orally and on written form the practice of their profession.

Subject contents

CULTURAL INDUSTRIES

1. Introduction. The concept of cultural industries
2. Culture and cultural industries
3. Cultural sectors and numbers.
4. Public sector vs. private sector.
5. The cultural consumers: readers, spectators, viewers...
6. The cultural tourism
7. The different cultural industries: theatre, cinema, television, publishing world, press, new media, museums...

Methodology

Activity	CODIFICATION / description / typology TPD	o*	G*	HP*	HNP*
Lecture (M)	See syllabus	1, 3	1	60	60
Seminars (S)	.	1, 3	1	6	6
Practicum (P)					
Projects (T)	Project	1, 3, 5	ind.	-	35
Tutoring (Tut)			ind.	2,5	2,5
Others (AA)	Oral presentations	1, 3, 5	ind.	-	12
Evaluation (AV)			1	3,5	-
TOTAL				72	115,5

O: Objective. G: number of groups involved in the activity. HP: hours of seminars and lectures. HNP: hours of independent student work.

Evaluation

evaluation mechanisms	codification / description-criteria / typology TPD	comments	O*	activity	%*
Attendance and participation (As)	As: Raises the grade according to a self-evaluation and a participation report from the professor.			All the face-to-face	
Evaluation (TA) (Exam)	TA: exam on the content of the course taught in M and S. Written test	The exam will consist on reflection questions and relation of concepts.	1, 3, 5		30
Report (In) / Projects (T)	T1: Project. Cultural report (in groups) T2: review T3: flyer	Different projects will be proposed within the first sessions of the course.	1, 3, 5		50
Others (A)	Oral presentations	The students will make oral presentations that will be agreed on within the first sessions of the course.	1, 3, 5		20
TOTAL					100

O: Objective. %: percentage on the final grade.

Bibliography

Very basic bibliography (during the course, other sources and documentation will be provided)

- BERRIO et al., La política cultural europea. Una proposta des de Catalunya, Barcelona, Fundació Jaume Bofill, 1990
- BONET, L., Llibre blanc de les indústries culturals a Catalunya, Barcelona, ICIC, 2003
- BOURDIEU, P. i HAACKE, H., L'art i el poder. Intercanvi lliure. Barcelona, Edicions de 1984, 2004
- GOMPertz, W., ¿Qué estás mirando?. 150 años de arte moderno en un abri y cerrar de ojos, Taurus, 2013
- GREENBERG, C., Arte y cultura, Barcelona, Gustava Gili, 1979
- GUASCH, A.M., El arte último del siglo XX, Madrid Alianza, 2000
- PERICOT, J., Servirse de la imagen. Un análisis pragmático de la imagen, Barcelona, Ariel, 1987
- SUREDA, J., El turisme cultural, Barcelona, UOC 2008
- WALLIS, B. (ed), Arte después de la modernidad. Nuevos planteamientos en torno a la representación, Madrid, Akal, 2001