



Universitat de Lleida

DEGREE CURRICULUM  
**CULTURAL INDUSTRIES**

Coordination: PUEYO PARIS, MIQUEL

Academic year 2023-24

## Subject's general information

<b>Subject name</b>	CULTURAL INDUSTRIES			
<b>Code</b>	101969			
<b>Semester</b>	2nd Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	Degree	Course	Character	Modality
	Bachelor's Degree in Audiovisual Communication and Journalism	1	COMPULSORY	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA	TEORIA	
	<b>Number of credits</b>	3	3	
	<b>Number of groups</b>	2	2	
<b>Coordination</b>	PUEYO PARIS, MIQUEL			
<b>Department</b>	PHILOLOGY AND COMMUNICATION			
<b>Teaching load distribution between lectures and independent student work</b>	Face-to-face hours: 60 hours Student independent work: 90 hours			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	Catalan (for the group enrolled in Catalan) English (for the group enrolled in English)			
<b>Distribution of credits</b>	6			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
PUEYO PARIS, MIQUEL	miquel.pueyo@udl.cat	6	Agree with the teacher
VENTURA ALVAREZ, RAFAEL	rafael.ventura@udl.cat	7,2	Agree with the teacher

## Learning objectives

- Develop the knowledge of the structural features of European media systems, paying special attention to the Catalan and Spanish cases.
- Identify the economic, political and social actors that make up or contribute to the formation of communication systems.
- Identify the characteristics and the basic functioning of the cultural industries.
- Appreciate, understand and analyze the set of activities of creation, production, distribution and commercialization that concur in the production of a good or cultural service.
- Define the basic characteristics of the functioning of cultural industries in contemporary society.
- Be able to appreciate the interaction between the communicative system and the social structure.

## Competences

### Basics

CB5. Know how to develop those learning skills necessary to undertake further studies with a high degree of autonomy

### General

CG2. Develop the capacity for organization and planning.

CG3. Apply theoretical knowledge in practical activity.

CG5. Develop information management capacity.

### Specific

CE5. Identify and analyze the structure of the communication media and industrial and business phenomena in this field.

CE6. Develop adequate knowledge of communication policies and legislation in the field of the media.

CE7. Identify and apply the ethical foundations and professional deontology in the exercise of activities related to the media.

CE9 Conceive, plan and execute projects in the field of communication media in all types of media.

### Transversal

CT4. Acquire basic knowledge of entrepreneurship and professional environments.

## Subject contents

- Cross-disciplinary training in social sciences, arts, humanities and communication technologies.
- Deepening in the study and practice of communication and in the multidisciplinary knowledge of the cultural industries (cinema, performing arts, book industry, etc.).
- Theoretical, historical, philosophical and artistic knowledge about the origins and transformations of the concept of cultural industries.
- Knowledge of the sectoral transformation that technological advances, sociological and artistic movements and the economic engine have been producing on the dimensions of the phenomenon

## Methodology

In general, the methodological axes of the subject are:

1. Master classes. Exposure of the contents of the subject orally by the teacher.
2. Conferences. Public exhibition on a subject carried out by an expert
3. Seminar. Working sessions of a rather small group that investigates a topic through dialogue and discussion, under the direction of a professor or an expert, to go more in depth on monographic topics, based on the information previously provided by the teaching staff.
4. Group work. Learning activity that must be done through collaboration between the members of a group.
5. Written work. Consistent activity in the presentation of a written document.
6. Problem based learning.
7. Drafting projects. Active teaching methodology that promotes learning from the realization of a project: idea, design, planning, development and evaluation of the project.
8. Case study. Method used to study an individual, an institution, a problem, etc. contextual and detailed.

## Development plan

### I.- CULTURE (5 sessions)

1. Definitions and approaches to culture. Nature and culture. Culture and the human beings.
2. The humanistic conception and the anthropological conception of culture. Identity and diversity.
3. The elites and the people. Popular culture
4. Cultural democratization. Media culture and digital culture.
5. Cultural changes and cultural policies.

### II.- CULTURE, POLITICS AND ECONOMY. HISTORY AND DEFINITION OF THE CULTURAL INDUSTRIES (6 sessions)

1. The Frankfurt School and the cultural industries. The two sides of culture and the discussion of the cultural industry.
2. Definitions of cultural industry.
3. Cultural policies (strategies, laws and regulations) and globalization. Homogenization and cultural diversity. International trade in cultural products. Language and cultural identity. Copyright and intellectual

property. Migratory flows and cultural diversity.

### III.- CULTURAL INDUSTRIES (14 sessions)

1. The main cultural industries: music industry, film and audiovisual industry, publishing industry, video game industry, visual arts industry, fashion industry, television and broadcasting industry, performing arts industry, etc. .

2. Cultural policies and globalization. Protection of cultural diversity and dissemination of own culture. Promotion of local production. Promotion of creative industries. Culture and education. Adaptation to new technologies.

### IV.- CURRENT CHALLENGES OF THE CULTURAL INDUSTRIES (5 sessions)

1. The "post-truth", emotions and personal beliefs, and the formation of public opinion. The "fake" as a smoke screen and as a claim.

2. The political communication industry. Actors, channels and content. How do you build an agenda? What is leadership? Instruments of political communication. Political marketing and storytelling. Image, surveys, propaganda, campaign and new formulas.

3. Gender equality, representation of minority groups and creation of more inclusive work environments. Lack of representation. Stereotypes and negative representations: Pay gap and discrimination. Assumption of gender and sexual orientation. The inclusion and representation of the LGBTQ+ community in the cultural industries.

## Evaluation

### CULTURAL INDUSTRIES: EVALUATION SYSTEM

#### 1. Reviews (20%)

- Literary Product (to be triaged among 5 proposals) and/or Audiovisual Product (depending on the group)
- Attendance and review of a cultural event of Communication Week.

#### 2. Cultural report (40%)

- Video work (group).
- Presentation and defense of the project in class.

#### 3. Final exam (30%)

- You must obtain at least a grade of 5 points in the final exam to be eligible for an average grade of Pass or higher.
- This is the only evaluation mechanism that has recovery (2nd call).

#### 4. Participation in class (10%)

Attendance at 80% of the classes is a requirement to pass the subject for students enrolled for the first time.

In case of plagiarism, the 'Regulations for the evaluation and qualification of teaching in bachelor's and master's degrees of the UdL' will be applied.

Students who combine their studies with a full-time job or a part-time job with hours coinciding with classes have the right to request the alternative evaluation within a period of 5 days from the beginning of the semester. For more information, send an email to [academic@lletres.udl.cat](mailto:academic@lletres.udl.cat) or contact the Secretary of the Faculty of Letters

## Bibliography

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