

BASIC DETAILS:

Subject:	LITERATURA Y ANÁLISIS DE TEXTOS		
Id.:	32439		
Programme:	GRADUADO EN PUBLICIDAD Y RELACIONES PÚBLICAS. PLAN 2014 (CA) BOE 15/10/2014		
Module:	LENGUA Y COMUNICACIÓN		
Subject type:	MATERIA BASICA		
Year:	2	Teaching period:	Primer Cuatrimestre
Credits:	6	Total hours:	150
Classroom activities:	60	Individual study:	90
Main teaching language:	Inglés	Secondary teaching language:	Castellano
Lecturer:	GONZALEZ DEL PONT, GLORIA (T)	Email:	glgonzalez@usj.es

PRESENTATION:

This course establishes the existing relationship between literature and different communicative texts, such as journalistic, persuasive or audiovisual. A communicator should not move away from the knowledge of the world that literature fosters and its relationship with other types of communicative discourses. Due to the fact that new and different communication alternatives come about from the connections of these two areas, exploring their impact is a substantial part in the training of any communication professional.

The idea of developing critical thinking and analytical skills is key to oral and written communication. Promoting critical and creative thinking through the analysis of different literary texts will give students the opportunity to participate in the construction of their own ideas, opinions, and knowledge.

The main concept of the subject is that it is designed for students of the Advertising and Public Relations degree, therefore, it will not provide a philological approach for the analysis of the texts to be treated. The result of this study will be to develop the understanding of literary texts, the importance of the power of words, increase the passion for reading and, in turn, open paths towards creativity.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

General programme competences	G01	Ability to analyse and synthesise.	
	G02	Problem solving.	
	G03	Ability to organise and plan.	
	G04	Use of Information Technologies.	
	G06	Interpersonal skills.	
	G07	Ethical commitment.	
	G09	Ability to apply knowledge.	
	G10	Ability to generate new ideas (creativity).	
	G11	Ability to undertake research.	
	Specific programme competences	E17	Capacity to draw sources of inspiration from the modern cultural and intellectual scene for the creative performance of their profession, valuing the cultural roots - particularly artistic - which provide constructive support to advertising standards through mediating tools and methods in the evolution of creative activity. <i>fiesión.</i>
		E19	Exercise creative thought and put it to use in all sorts of situations habitually, given the expressive tenor - upheld by audiovisual and/ or discursive matrices - required of an especially dynamic and consolidated profession (advertising and/ or public relations). This is the result of persuasive parameter which requires the use of creative abilities by the agents involved in these activities.
E21		Sufficient skill to undertake research projects related to corporate communications, marketing and advertising, as well as to apply the results of this research afterwards to the professional activity or any other such objectives.	
E23		Capacity to manage emotions, stress and frustration in the face of difficulties appearing in the pursuit of projects and professional goals within a professional sector - that of advertising and public relations - whose pursuit requires, on the one hand, continuous interchange of proposals between the professional and the client and, on the other, a clear link between the technical and human level within a heterogeneous network of agents who comprise an	

		organisation.
Learning outcomes	R01	Develop the ability to understand literature and the different forms of communicative discourse as vehicles for social communication.
	R02	Correctly interpret a literary text.
	R03	Develop narrative skills and formulae for written expression.
	R04	Identify the different literary aesthetics and narrative formulae.
	R05	Develop the ability to put a text into its historical and literary context.

PRE-REQUISITES:

Interest in reading and written discourse.

SUBJECT PROGRAMME:

Subject contents:

1 - Introduction to Literature
1.1 - Introduction to the concept of literature and its study
1.2 - The power of the written word. Why do we read?
1.3 - Different levels of reading and analysis
1.3.1 - Reading and communication
1.4 - How and why do we analyze a text?
2 - Developing Skills through Reading
2.1 - Reading and critical thinking. Inference. Opposite views and criticism.
2.2 - How do we analyze a literary text? A look at poetry through advertising and music
2.3 - The emotional experience of narrative. Emotion and Communication.
2.4 - From critical thinking to literary analysis. A step towards individual creativity
3 - Communicating ideas through Literature
3.1 - Examples of different literary genres
4 - Connections : Literature and Advertising
4.1 - Commercial persuasive discourse in Literature
4.2 - Literature and the Media
5 - Creative Writing workshop
5.1 - Short stories. Playwriting. Lyrics as literature. Screenplays

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

Learning activities:

Week	Unit/Block/Theme	Classroom sessions	Hours	Individual study activities	Hours	
1	12/09/2022	1.Introduction to Literature	Introduction to the course and class expectations	4	Readings.	4
2	19/09/2022		Brief overview of the history of literature	4	In-class readings and debate.	2
3	26/09/2022		Class lecture and practical exercises.	4	In-class exercise. Readings	4
4	03/10/2022		Class lecture and practical exercises.	4	Reflection Essay 1 Submission.	8
5	10/10/2022	2.Developing Skills through Reading	Class lecture and practical exercises.	4	In-class exercises and readings. Debate.	4
6	17/10/2022		Class lecture and practical exercises.	4	In-class exercises and debate.	4
7	24/10/2022		Class lecture and practical exercises.	4	In-class activities.	4
8	31/10/2022		Class lecture and practical exercises.	2	Reflection Essay 2. Submission.	6
9	07/11/2022	3. Communicating ideas through Literature	Class lecture and practical exercises.	4	In-class activities.	4
10	14/11/2022		Class lecture and practical exercises.	4	In-class activities.	4
11	21/11/2022	4.Connections : Literature and Advertising	Class lecture and practical exercises.	4	In-class exercises and readings.	4

12	28/11/2022		Class lecture and practical exercises.	4	Reflection Essay 3. Submission.	6
13	05/12/2022	5.Creative Writing workshop	Class lecture and practical exercises..	2	In-class exercises and debate.	5
14	12/12/2022		Class lecture and practical exercises.	4	In-class readings and writings.	4
15	19/12/2022		Class lecture and practical exercises.	4	In-class readings and writings.	5
16	26/12/2022		CHRISTMAS BREAK	0	Final Project Preparation.	5
17	02/01/2023		CHRISTMAS BREAK	0	Final Project Preparation.	5
18	09/01/2023		Class tutorials on Final Projects.	2	Editing and Drafting Final Project	6
19	16/01/2023		Examination Period	1	Final Project / Exam Submission.	6
20	23/01/2023		Examination Period.	1	Revision.	0
21	30/01/2023			0		0
TOTAL CLASSROOM HOURS:				60	TOTAL INDIVIDUAL STUDY HOURS:	90

Observations for students exempt from compulsory attendance due to special circumstances:

Students exempt from attendance due to special circumstances must contact the lecturer by September 28th. Failure to do so may result in failing the course. Students are to carry out ALL the REQUIRED readings and SUBMISSIONS. Work Group (45%) must be carried out on an individual basis due to these circumstances. In no way does this exempt the student in any way from submitting work on time. NO LATE PAPERS WILL BE ACCEPTED. Students must carry-out two TAKE-home exams to compensate for (30%) written tests. The Final Exam will consist in a Project Submission (25%) and will be the same as for attending Students.

ALL WORK MUST BE SUBMITTED THROUGH THE PDU AND UNDERGO TURNITIN REVISION. PLAGIARISM WILL BE MARKED WITH 0.

Students who fail to pass the course under these circumstances, MUST adhere to the July Sitting Norms of Attending Students.

TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

Teaching and learning methodologies and activities applied:

The methodology used in this course will be primarily practical requiring 100% of student engagement in the course. This is not simply a "text analysis" course that most students are accustomed to in Secondary School. The focus is to make STUDENTS THINK at different levels and reflect upon their own interpretations of the works used. This analysis should inspire student creativity and be applied to individual responses (**not collective**), INDIVIDUAL. The idea is that by analysis we can find our own tools to create, modify or even improve some of the works studied.

Given the size of the group, groups will be composed of two people. Assessment will be individual. The lecturer has the right to ask for an oral explanation of how each part of the work submitted was carried out.

Students are encouraged to use English in their Reflection Essays and in class and will be positively assessed.

The FINAL EXAM component will consist in a Final Project Submission via PDU.

Integration of English language in the subject:

The subject will be taught in English and the literary works analysed will also be in the English language. It is important for students to take the opportunity to improve their speaking skills. Students

are encouraged to use English in their Reflection Essays and in class and will be positively assessed,

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	40
	Practical work, exercises, problem-solving etc.	17
	Assessment activities	3
		0
Individual study		0
	Tutorials	2
	Individual study	36
	Individual coursework preparation	20
	Group coursework preparation	18
	Compulsory reading	8
	Recommended reading	2
	Other individual study activities	4
	0	
Total hours:		150

ASSESSMENT SCHEME:

Calculation of final mark:

Written tests:	30 %
Group coursework:	45 %
Final exam:	25 %
TOTAL	100 %

Specific assessment criteria

In order to pass the course in **FEBRUARY** students must:

Submit **ALL** the required work. **Students must pass (5 out of 10) all written work BEFORE Final Project/ Exam Submission.** Students who fail any of the written assignments must resubmit them, or in the case of the written exams, submit two TAKE Home examinations. Students will be notified before the Christmas Break of their status.

JULY SITTING: STUDENTS MUST RE-SUBMIT FINAL PROJECT.

UNIVERSIDAD SAN JORGE NORMS WILL APPLY FOR:

SPELLING AND GRAMMAR ERRORS

PLAGIARISM

ATTENDANCE

It is the **STUDENT'S** responsibility to **READ** and **COMPLY** with the *Guía Académica* of the Universidad San Jorge.

Assessment methods:

Assessment method	Learning outcomes assessed	Assessment criteria	%
Final Exam	R01 R02 R03	Overall comprehension and understanding of the topic analyzed,	25

	R04 R05	correct and justified analysis of the concepts explained and applied in the classroom. Clarity and written expression. Critical thinking and creativity. Convincing and coherent justifications for arguments.	
Written Tests	R02 R03 R04 R05	Overall comprehension and understanding of the topic analyzed, correct and justified analysis of the concepts explained and applied in the classroom. Clarity and written expression. Critical thinking and creativity. Convincing and coherent justifications for arguments.	30
Group Coursework	R01 R02 R04 R05	Overall comprehension and understanding of the topic analyzed, correct and justified analysis of the concepts explained and applied in the classroom. Clarity and written expression. Critical thinking and creativity. Convincing and coherent justifications for arguments. Ability to reach decisions in group consensus.	45
Total weighting:			100

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BIBLIOGRAPHY AND DOCUMENTATION:

Basic bibliography:

CIRLOT, Juan-Eduardo. Diccionario de símbolos. Barcelona: Labor, 1979.
NAVARRO DURÁN, Rosa. La mirada al texto. Comentario de textos literarios. Barcelona: Ariel, 1995.
POZUELO YVANCOS, José María. Teoría del lenguaje literario. Madrid: Cátedra, 1988.
RICO, Francisco (ed.). Historia y crítica de la literatura española (vols. 4-9). Barcelona: Crítica, 1983-2000.
RODRIGUEZ CACHO, Lina, Manual de historia de la literatura española. 2, Siglos XVIII al XX (hasta 1975). Madrid: Castalia, 2009.
NIETO NUÑO, Miguel (ed). Literatura y comunicación. Madrid: Castalia, 2012.
KLARER, Mario. An Introduction to Literary Studies. Oxford: Routledge, 2011.
HENLY, Carolyn. Literary Analysis for Literature. London: Hodder 2019.
DK PUBLISHERS. The Literature Book. London, 2020.

Recommended bibliography:

ESTÉBANEZ CALDERÓN, Demetrio, Breve diccionario de términos literarios, Madrid: Alianza, 2000.
GARCÍA BERRIO, Antonio y HUERTA CALVO, Javier, Los géneros literarios: sistema e historia (una introducción), Madrid: Cátedra, 1995.
GARRIDO GALLARDO, Miguel Ángel (ed.), Teoría de los géneros literarios, Madrid: Arco Libros, 1988.
LÁZARRO CARRETER, Fernando y CORREA CALDERÓN, Evaristo, Cómo se comenta un texto literario, Madrid: Cátedra, 1998.
MARCHESE, Ángelo y FORRADELLAS, Joaquín, Diccionario de retórica, crítica y terminología literaria, Barcelona: Ariel, 2000.
PRIETO DE PAULA, Ángel Luis, Manual de literatura española actual, Madrid: Castalia, 2007.
ROMERA CASTILLO, José, Literatura y multimedia, Madrid: Visor, 1997.

Recommended websites:

Biblioteca digital hispánica	http://www.bne.es/es/Catalogos/BibliotecaDigitalHispanica/Inicio/index.html
Cervantes virtual	http://www.cervantesvirtual.com/
Dialnet	http://dialnet.unirioja.es/

OBSERVATIONS:

Observations:

CESUGA ha planificado toda su actividad docente en modo presencial. Si el desarrollo de los acontecimientos provocados por la pandemia nos llevara a un escenario donde la presencialidad fuera imposible en su totalidad (bien a un escenario de presencialidad parcial o a un escenario de total telepresencialidad) el sistema de evaluación correspondiente a la materia, si tuviera algún cambio, se publicará en la PDU de la asignatura.