

Transmedia what? - Syllabus

Thematic course (C1+)

Basic information

1. Organisation unit

Jagiellońskie Centrum Językowe

2. Education level

Full-time second-cycle programme

3. Course profile

General academic

4. Course type

obligatory

5. Language of instruction

English

6. Education period

Academic year 2022/2023

7. Course coordinator

dr Katarzyna Machała

8. Course teacher

dr Katarzyna Machała

9. Examination

Pre-examination with grade (zaliczenie) after each semester.

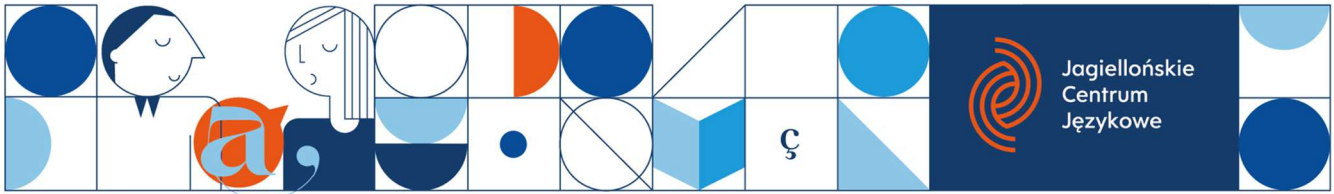
Written and spoken examination after 60 hours (two semesters)

10. Number of contact hours

60 hours, 30 hours per semester

11. ECTS points

4



Course objectives

1. To refine the ability to understand and analyse spoken and written academic texts
2. To refine expression and presentation skills (in speaking and writing)
3. To develop course-related vocabulary
4. To refine the ability to interact in speaking and writing
5. To refine linguistic mediation skills in spoken and written communication
6. To refine the ability to continue linguistic self-development
7. To develop extra-linguistic competences that enable the student to participate in academic and professional environments

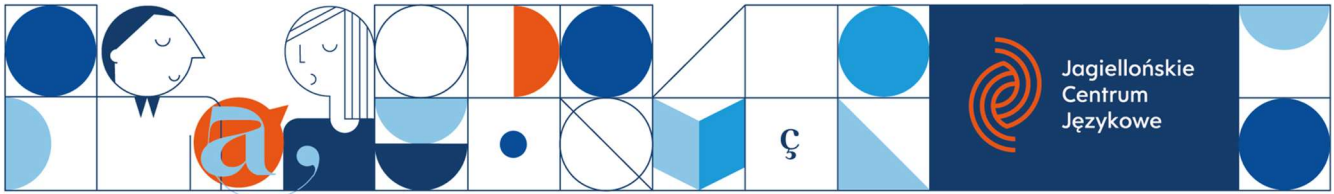
Learning outcomes

1. Knowledge

1. Student knows and understands academic and specialized vocabulary in the range that enables fluent use of the language in speech and writing
2. Student knows and understands different academic and specialized texts, in speech and writing
3. Student knows and understands the necessity of life-long learning and methods of linguistic self-development leading towards professional success
4. Student knows and understands the elements of academic language typical for his / her specialisation

2. Skills

1. Student can understand complex lectures and other utterances typical for academic and professional environments
2. Student can understand complex scientific and popular-science articles, as well as other written course-related texts
3. Student can present opinions on course-related topics, in spoken and written form, and support them with arguments
4. Student can summarise long and complex academic texts and lectures
5. Student can describe and interpret visual data in a graphic form
6. Student can write an academic or professional text
7. Student can present course-related topics in spoken utterances of various kinds, e.g. public speeches or formal and informal conversations, in language appropriate for the interlocutor
8. Student can engage in spoken and written interaction in typical professional contexts and in academic environments



9. Student can use linguistic mediation in spoken and written communication
10. Student can develop his / her linguistic competences
11. Student can prepare for the recruitment process

3. Social competences

1. Student is ready to successfully cooperate in a group, while accepting a variety of attitudes and opinions, and builds relations that promote respect for cultural diversity
2. Student is ready to participate in the academic, professional and social life, through sharing and popularising knowledge
3. Student is ready to continue his / her linguistic self-development
4. Student is ready to interpret and evaluate information and arguments, draw conclusions, identify positions, as well as present his / her own viewpoint in a coherent and comprehensible manner
5. Student is ready to participate in the recruitment process

ECTS credits

1. Contact hours (academic hour = 45 minutes)

30 hours per semester, 60 hours per course

2. Student's total individual workload

90 hours per course

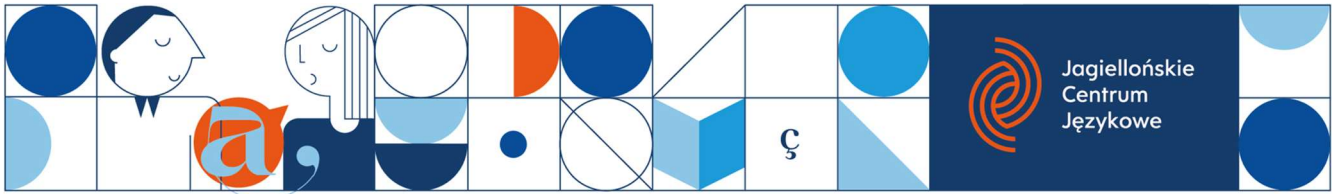
Course description

"Transmedia" has become a real buzzword recently – but what does it actually mean? What does it encompass? Why is it relevant? During this course we will try to find the answers to these questions – and many more. The course is designed for students of humanities who are curious about how media work, and who are keen on discussing recent trends and new developments in this area. By studying a wide range of texts and audio-visual resources, students will gain knowledge of the topic and will have a chance to review it critically in speaking and in writing. Classes will involve individual reading of academic texts, watching specialist videos, and discussing the problems presented there.

Course Content

Topics and vocabulary related to the following topic areas:

1. What is transmedia storytelling?
2. Knowledge communities



3. Narrative theory
4. Possible worlds theory
5. Character identity
6. Transmedia television flow
7. Creating compelling immersive experiences
8. Transmedia activism
9. Copyright
10. Fandom and fan creations
11. Analysis of selected course-related lectures and presentations
12. Analysis of selected course-related academic papers and popular-science articles
13. Creating academic and professional texts, e.g. abstract, opinion essay, article
14. Delivering an academic or professional, course-related presentation
15. Preparing for the recruitment process (for employment, internship or grant)
16. (Optionally) selected grammar issues related to the course content

Additional information

1. Teaching methods

The situational method, brainstorming, group discussion, case studies, solving problems, e-learning, language conversations.

2. Forms of obtaining ECTS

1st semester: writing task (detailed instructions will be provided in due course), written test in topics covered during the semester

2nd semester: delivering a 10 minute presentation (plus 10 minutes for discussion) in a mini-conference session related to the course, written test in topics covered during the semester

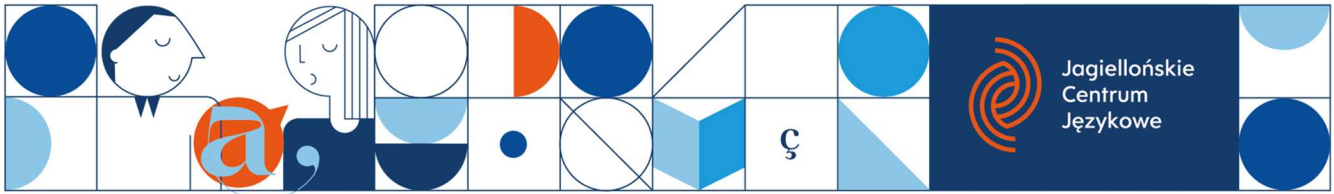
Final written and spoken examination after 2 semesters (60 hours) of the course (detailed information on the form of the examination are specified in the description available at <https://jcz.uj.edu.pl/egzamin/egzamin-konczacy-lektorat>)

3. Conditions of obtaining ECTS

Completing all tests as well as written and spoken assignments with a score of at least 60% of the maximum number of points per semester.

Regular attendance. Without appropriate justification, a student may miss no more than two 90-minute classes per semester if the course covers 30 hours per semester.

Passing the final written examination with a score of at least 60% of the maximum number of points. Passing the spoken examination.



4. Entry requirements

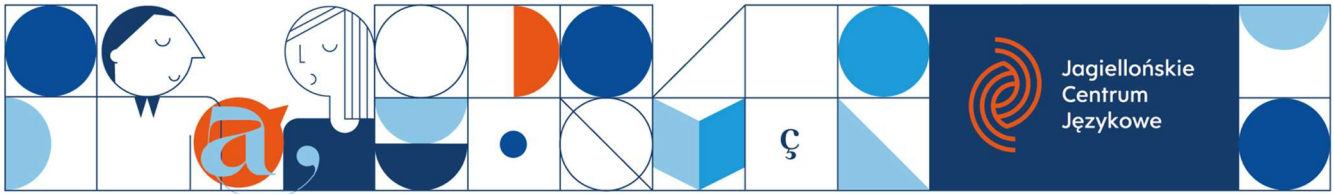
It is assumed that the Participants entering this course already know the lexis and grammar issues at C1 level, according to the Common European Framework of Reference for Languages, as well as possess the appropriate skills to communicate successfully in speech and writing in everyday situations and the academic context at C1 level.

Resources

1. Obligatory literature:

Excerpts from authentic materials in English, adapted for course purposes:

1. Boni, Marta (ed.) (2017), *World Building: Transmedia, Fans, Industries*. Amsterdam: Amsterdam UP
2. Freeman, Matthew and Renira R. Gambarato (eds.) (2019), *The Routledge Companion to Transmedia Studies*. London: Routledge
3. Gray, Jonathan, Cornel Sandvoss, and C. Lee Harrington (eds.) (2007), *Fandom: Identities and Communities in a Mediated World*. New York: New York UP
4. Gray, Jonathan, Cornel Sandvoss, and C. Lee Harrington (eds.) (2017), *Fandom, Second Edition: Identities and Communities in a Mediated World*. New York: New York UP
5. Hellekson, Karen and Kristina Busse (eds.) (2014 [2006]), *The Fan Fiction Studies Reader*. Iowa City: U of Iowa P
6. Jenkins, Henry (1992), *Textual Poachers: Television Fans and Participatory Culture*. New York: Routledge
7. Jenkins, Henry (2006), *Convergence Culture. Where Old and New Media Collide*. New York: New York UP
8. Jenkins, Henry (2016), *By Any Media Necessary: The New Youth Activism*. New York: New York UP
9. Ryan, Marie-Laure and Jan-Noel Thon (eds.) (2014), *Storyworlds Across Media. Towards a Media-Conscious Narratology*. Lincoln: U of Nebraska P
10. Ryan, Marie-Laure and Alice Bell (eds.) (2019), *Possible Worlds Theory and Contemporary Narratology*. Lincoln: U of Nebraska P
11. Stein, Louisa Ellen (2015), *Millennial Fandom. Television Audiences in the Transmedia Age*. Iowa City: U of Iowa P



12. Tosca, Susana and Lisbeth Klastrup (2020), *Transmedial Worlds in Everyday Life. Networked Reception, Social Media and Fictional Worlds*. New York: Routledge

13. Additional materials:

Magazines, e.g. theguardian.com; newsweek.com

Press articles / websites, e.g. henryjenkins.org; medium.com; nicollelamerichs.com/blog

Podcasts and programmes from e.g. CNN, BBC, YouTube