

Arts and Humanities Lecture Series November 2020

Date and Time	Lecturer	Subject	Lecture
Join Zoom Meeting: https://swanseauniversity.zoom.us/j/94625452256?pwd=SVc2WnFxdUREN21TUkFpU3U4S2Zadz09			
Monday 16 November 2020 10.00am – 10.45am GMT 06.00pm – 06.45pm CST	Dr. Jill Boggs Lecturer in Applied Linguistics	English Language/ Teaching English to Speakers of Other Languages (TESOL)	Developing language learners' reading and listening skills <i>What do language learners do when they read and listen in a second language? What is it that we really teach when we teach a reading or listening lesson? This lecture will delve into these issues, clarifying what language learners need and how teachers can meet those needs.</i>
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Monday 16 November 2020 10.45am – 11.30am GMT 06.45pm – 07.30pm CST	Dr WU Yan Associate Professor in Media Communication	Media, Journalism and Public Relations	Gender and Advertising <i>Scholarly interest in gender and advertisements is rooted in the belief that advertisements sells not only product, but manufactured identity and ideology. In this lecture, we will examine the relationship between gender and advertising with a focus on gender stereotypes in visual communication. We look at the recent phenomenon of femvertising as an integrated marketing communication strategy that has invested feminism into a subtle capitalist wisdom for motivating female purchasing power.</i>

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Join Zoom Meeting https://swanseauniversity.zoom.us/j/95966119244?pwd=WEJrNU5QUWl3YXgxcWVFUWpZdFpEdz09			
Wednesday 18 November 2020 10.00am – 10.45am GMT 06.00pm – 06.45pm CST	Prof. Andy Rothwell Professor of French and Translation Studies	Translation and Interpreting	An Introduction to Translation Technology <i>This lecture will offer a historical overview of different approaches to using computers to (help) translate between natural languages.</i>
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Wednesday 18 November 2020 10.45am – 11.30am GMT 06.45pm – 07.30pm CST	Professor David Britton Head of English Literature and Creative Writing LI Bin Chinese Language Translation Tutor, Dept. of Modern Languages, Translation and Interpreting	English Literature	Shakespeare and Dylan Thomas: Global and timeless voices <i>Professor D.J. Britton discusses the importance of the UK's great playwright William Shakespeare and Swansea's famous poet Dylan Thomas in crossing national boundaries and reaching out across the ages. By seeing that writers like Shakespeare and Thomas belong to all the world and all generations we can better understand the elements of humanity which connect all peoples. Professor Britton will be assisted by LI Bin.</i>