



# ASSIGNMENT BRIEFING: INDIVIDUAL REPORT - ANALYSIS OF A LIVE ARTS OR ENTERTAINMENT EVENT

CATE1139 International Arts and Entertainment Festivals and Events

2022/23

Dr Peter Vlachos, Module Leader

# Summary of assessment

- Title: Individual Report - Analysis of a live arts or entertainment event
- Weight towards final grade: 100%
- Length: 3,000 words
- Pass Mark 50%
- Due Date: 13 January 2023 by 23.30h (note: IT support only to 17.00h – do not leave to last minute!)
- Anonymous Submission Required? - Yes
- Anticipated Return Date – Three weeks after submission



# Individual Report - Analysis of a live arts or entertainment event

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- In this module we will have covered a wide variety of topics in the field of arts and entertainment festivals and events. Using a live arts or entertainment event as a case, you need to identify, discuss, and analyse several themes and issues covered in the module.
- (The event selected must NOT be our field trip.)
- Ideally this should be an event that you have personally attended during this term. However, in light of potentially on-going social distancing restrictions due to Covid-19, the event may be one that you attended within the past six months or based on secondary research on an arts or entertainment event in the past year.

# Be mindful of word count (quality vs quantity)

- You will not have space to cover effectively all the themes in the module in relation to the case selected, so you should aim for around three thematic categories.
- For example, you could examine and analyse the operations, revenue streams, and marketing of the arts or entertainment event selected.
- Note that you need to focus on the specific actual event itself, NOT a general strategic review of the venue or promoter or event category.
- You must also demonstrate an understanding of the international dimensions of the selected event.



# Possible data collection techniques

- If you have been able to attend personally, you could use a “mystery shopping” approach to make your observations at the event, take notes, photographs etc, then use these to construct your discussion and analysis.
- You can add secondary (desk) research as well, for example if the event producer or venue publish an annual report.
- If you rely on secondary data collection, e.g. a review of the event’s marketing, press reviews, attendee comments etc) you must be very careful that your analysis is critical and analytic.

# Warning

- Do NOT simply write a celebratory account of how “great” the event is.
  - You need to write a critical and analytic review of the event and its management, not just a promotion of the event.
- It is usually NOT a good idea to write about an event that you personally worked on.
  - Although there is some benefit in having an ‘insider’s’ viewpoint, past experience suggests that this is usually outweighed by subjective bias. The analysis required for this assignment needs a degree of objective detachment from the event. If you really want to write about an event that you have work on, you MUST discuss with the module leader first.

# This is a report, NOT an essay

If you are not familiar with the difference between these two kinds of writing, see the study skills books in the library.

This is a useful link

<https://www.eapfoundation.com/writing/reports/>

# How to “reference” my own research?

You do not need to “reference” yourself for your primary data collection.

For example, if you are going to present **Image 1. Queue at the box office, ABC Theatre, date, time** for a photo that you personally took, the source should be noted as (Source: The Author).

You should also explain early in the paper, briefly, your Methodology of data collection: e.g. *“The author collected data by taking photographs using a mobile phone camera, interviewing...and secondary research...annual reports...”* A short paragraph approx. 50 words should be enough.



# For secondary sources you MUST provide the reference

## Example

Greenwich + Docklands Festivals (2021). Financial Statements Year Ended 31 March 2021. Available from: <https://register-of-charities.charitycommission.gov.uk/charity-search/-/charity-details/1037878/accounts-and-annual-returns>

Viewed: 29 November 2022

# Referencing and presentation

Good quality academic referencing is required in the “Harvard” style.

The paper should be grammar-checked and spell-checked.

Make sure to number your pages.

Leave a minimum 2.5 cm margin on all four sides.

The font should be easy to read e.g. Arial 12 point.

Tables, figures and images should be properly referenced.

# Marking Criteria: Individual Report - Analysis of a live arts or entertainment event

Marking Criteria	Weight
• Focus: Does the report set up clear questions to address? Does the report stay within and fulfil the topic parameters?	10%
• Synthesis: Does the report bring together the literature and data/evidence in a significant manner that addresses the report topic?	40%
• Soundness: Does the report indicate a comprehensive understanding of the topic area? Are the data/evidence critically analysed and discussed? Are the conclusions made logically well-founded?	40%
• Structure: Is the report well organised and clearly constructed while being mindful of the needs of the reader?	5%
• Presentation: Is the report clearly written, spell checked and grammatically correct, and referenced appropriately?	5%
• TOTAL	100%

# More hints

- Good quality academic referencing is required in the “Harvard” style.
- Use the core textbooks and **peer-reviewed academic journals**, as well as further sources.
- Avoid cut and paste (plagiarism!)
- Aim for three or four well-structured paragraphs per page.
- Use headings and sub-headings to organise your paper.
- Include a table of contents after the title page, before the start of the main text.
- Give your paper a meaningful name (not just the name of the event)

# Possible structure

Title page

Table of contents

Introduction (circa 10% of word count), basic info about the event; method of data collection, aims of the report

Theme 1 – academic theory, data, and analysis

Theme 2 – academic theory, data and analysis

Theme 3 – academic theory, data and analysis

**Synthesis/Recommendations** (note: you may choose to do this within each thematic heading along the way rather than as a separate section)

e.g. according to the data collected, critical review of key strengths and weaknesses of the event or festival analysed, using relevant academic literature

Conclusion (circa 10% of word count): summary of the paper and implications

References list

Appendices (additional, NOT crucial, information)



# International dimensions

Consideration of the international dimensions of the event or festival  
(this might be spread across various parts of the paper)

# Avoid plagiarism!

- “Similarity” and “Plagiarism” are not necessarily the same thing.
- It is possible to have a high degree of similarity, but if you have provided the correct references and placed the copied text into quotation marks “...” then it might not be plagiarism....BUT it is probably weak (descriptive) writing with little analysis, so will likely receive a low mark.
- Conversely, even a few lines of text copied but missing quotations marks and reference is likely to be plagiarism.

# Similarity vs Plagiarism (cont'd)

- So whilst a high similarity score (over 25%) may often be plagiarism, it might also simply be poor research/poor writing.
- Meanwhile even a low similarity score, e.g. 10%, might still contain plagiarism (“stolen text” copied without references or “...”)
- <https://www.gre.ac.uk/articles/ils/credibility-and-avoiding-plagiarism>

# Use academic journals!

- A major weakness in the class is the lack of engagement with the academic peer reviewed journals.
- As a class, it appears that you are relying too much on general web searches. THIS IS NOT ENOUGH.

## Advice:

Use the UofG e-library at <https://portal.gre.ac.uk/web/student/my-learning>

Use Google Scholar, but do NOT just pick the most easily obtainable pdf. For example, in the previous assignment, several students used BA thesis as reference (even though I said NOT acceptable) probably because they were easy to find and download.

# Some examples of possibly useful journals

<https://www.emerald.com/insight/publication/issn/1758-2954>

<https://www.jstor.org/journal/intejourartsmana>

<https://sciendo.com/issue/IJMBR/10/1>

<https://www.tandfonline.com/journals/rgsm20>

(see module handbook for further readings)





# Questions

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