

COURSE: NEW TOPICS ON SPANISH MEDIA VIDEOCONFERENCE

Language	English
Level of Spanish required	Not required
Hours	45h
Credits	6 ECTS

Introduction

The Spanish culture courses by videoconference are spread out over the semester. During this time, the student has access to the study materials, a syllabus of practical exercises, complementary self-learning materials, etc. offered weekly in the Campus Virtual so the students can work with it whenever they want. These materials, alongside synchronous group videoconferences (from Monday to Thursday) or asynchronous depending on the time zones (almost half of the course hours), and individualized tutorials also by videoconference (almost half of the course hours), as well as the use of forums to be in contact with the class group will be the basis of your learning.

The personalized attention, the professionalism of our teachers, the quality of the materials and constant feedback are our guarantee of success.

Course description

The technological changes after the irruption of the Internet, the process of globalization and the emergence of new political parties —among other aspects— have consolidated a new ecosystem on Spanish media. Channels, audiences, markets and companies have been influenced by the changing context and different institutions of the country have been compelled to live a mutation process in few years. The aim of this course is to take a look at the representation and construction of different discourses in these new Spanish media through case studies.

The learning objectives of this course are to understand and explain major issues of the new Spanish media context, to critically analyse the specific importance of technological and political changes, to redefine international communication terminology in the light of 21st century changes, to identify and express the intercultural strategies we use for cultural understanding in global media and to engage with the host population. This course examines major issues related to new topics in Spanish media: From traditional mass media to citizen journalism, from the newest trends on social media to the historical background of the country itself.

The course will be divided in two main independent sections. The first one will focus on the representativeness of Spain through both traditional and new media, while the second one will emphasise how fiction, whether is television, cinema or social media, is capable of describing in detail the reality of Spain.

Methodology

Students should be able to show their capacity to introduce ideas and thoughts dealing with the topic, their ability to use language effectively, and their capacity to generate debate among the classmates. The course will involve traditional lectures, discussions and analysis. There will be also specific workshops where the students will reflect their learning process.

Certification and assessment

During the course, the student will do continued work through the virtual campus with the materials provided by the teacher. Also, will participate actively in the group videoconferences, the forums and the individualized tutorials, by videoconference too.

To obtain the ECTS credits a final grade will be necessary, based on the following percentages:

- 30% Continued work through the Campus Virtual
- 30% Participation in the videoconferences and tutorials
- 40% Exam or written work

Syllabus

First Part: Non fiction

- Post memories of the Spanish Civil War and dictatorship.
- Spain after the corruption: Social and political consequences.
- A content analysis of Spanish-language advertising.
- The emergence of an Alternative Media.
- The dynamics of the Catalan independence movement.
- The image of Spain in the foreign media.

Second Part: Fiction

- Gender, generation and immigration on Spanish television fiction.
- Political places on the Spanish documentary.
- The Transnational cinema star.
- New ways of storytelling: from twitter to youtube.
- Memetic culture on Spanish social media.
- The imaginary Spain in the foreign media.

Bibliography

CANEL CRESPO, M.J. & SANDERS, K. (2004). *Spanish Politicians and the Media: Controlled Visibility and Soap Opera Politics*. *Parliamentary affairs: A journal of representative politics*, Vol. 57, Issue 1, Pages 196-208.

CASTAÑEDA, E. (2012). *The Indignados of Spain: A Precedent to Occupy Wall Street*, *Social Movement Studies*, Vol. 11, Issue 3-4, Pages 309-319.

COFFEY, A.J. (2014). *The power of cultural factors in Spanish-language advertising*. *Journal of Advertising Research*, Vol. 54, Issue 3, Pages 346-355.

CRAMERI, K. (2015). *Political Power and Civil Counterpower: The Complex Dynamics of the Catalan Independence Movement*. *Nationalism and Ethnic Politics* Vol. 21, Issue 1, Pages 104-120.