

COURSE: NEW TOPICS ON SPANISH MEDIA

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

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

Class will meet twice a week for 90 minutes. Once a week, quick presentations are scheduled to summarize and further investigate the discussion topic of the week. Presentations will be done orally. 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 rest of the class work will involve traditional lectures, discussions and analysis. There will be also specific workshops where the students will reflect their learning process.

Assessment

Attendance and class participation: 20%

Oral Presentation: 10%

Workshops: 20%

Mid-term exam: 20%

Final exam: 30%

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.