

## STUDENT'S GUIDE

### COMPOSITION AND CONVERSATION: SPAIN THROUGH THE MEDIA

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#### Course Description

This course provides an overview of the Spanish social media -the written press, radio, television, cinema, advertising and social networks- as well as the vision that these media offer of Spain today. Although the approach offered in the course tries to be generalist, there will be more emphasis on media and production that, due to specific qualities, are part of the History of Spanish communication.



## **Introduction of the Professor**

### **Antonio Cabanillas Trenado**

He teaches in the Study Abroad program and is the Head of Social Networks at Instituto Franklin-UAH. He has a Master's Degree in Creativity in Social Networks and New Trends in Media from The Atomic Garden in Madrid. Has a Bachelor's Degree in Advertising and Public Relations from

Universidad Complutense de Madrid. He has worked for more than ten years in the sector of digital communication, including education, lifestyle and fashion. He has collaborated with international firms such as Airbnb, Kiehl's España or Samsung España.

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## **Learning Results**

### **Course objectives**

- To develop communicative competence, reinforcing language skills that enable the student to communicate an oral message.
- Understand the basic general concepts about mass media and its management through the Spanish culture.
- Knowledge, understanding and basic mastery of elementary technical terminology of mass media.
- Understand, identify and analyze the information offered in mass media.

### **Requirements or level of Spanish needed**

In this course we will only use Spanish. In order to understand and improve your language skills you should make an effort to become familiar with the language characteristic of the subject. For a better understanding of the class we recommend that you have an intermediate level of Spanish.

## Competences

<b>Competence 1.</b>	Identify the most important social media in Spain today.
<b>Competence 2.</b>	Recognize the particularities of media and understand what differences exist between them.
<b>Competence 3.</b>	To develop the student's listening comprehension so that he or she is able to understand the messages provided by the audiovisual media in Spain.
<b>Competence 4.</b>	Develop reading comprehension so that the student can understand the information provided by the written media
<b>Competence 5.</b>	Reinforce written composition skills so that, by the end of the course, the student will be able to compose messages for different media.
<b>Competence 7.</b>	To be able to establish relationships between images and sounds, from the aesthetic and narrative point of view in the different media and audiovisual technologies.
<b>Competence 6.</b>	To develop the creativity of the students, by means of the realization of diverse practical works.

## Practical application of the course

This course will allow the student to have a generalized vision of the mass media today. The student will develop his or her capacity and the ability to express himself or herself fluently in Spanish, by using linguistic and literary resources that are most appropriate for different media, and that will probably use in the future.

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- *Asociación para la Investigación de Medios de Comunicación:*  
<https://www.aimc.es/>

- *Guía de medios:* <https://www.infoperiodistas.info/gdm/>
- *Uso de los medios de comunicación en España:* <https://es.statista.com/temas/2855/uso-de-los-medios-de-comunicacion-en-espana/>
- *Biblioteca Virtual de Prensa Histórica:* <https://prensahistorica.mcu.es/es/consulta/busqueda.do>
- *Academia de cine:* <https://www.academiadecine.com/>