

COMPOSITION AND CONVERSATION: SPAIN THROUGH THE MEDIA

COURSE DESCRIPTION

This course offers an overview of the Spanish social media - written media, radio, television, film and advertising - as well as the image that these media offer of today's Spain. Although the course tries to offer a generalist approach it focuses more on those particular and current media and aspects that, because of their specific qualities, are already part of the History of Spanish media.

OBJECTIVES

The course will aim to develop the following competences:

Competence 1.	To identify the most important social media in Spain today.
Competence 2.	To recognize the specific characteristics of each media and understand the differences between them.
Competence 3.	To develop the communicative competence, reinforcing the language skills that enable the student to communicate an oral message.
Competence 4.	To develop the student's listening comprehension so that he/she can understand the messages provided by the audiovisual media in Spain.
Competence 5.	To develop reading comprehension skills so that the student can understand the information provided by the written media.
Competence 6.	To strengthen writing skills so that, at the end of the course, the student will be able to write messages for the different types of media.
Competence 7.	To develop the students' creativity through different practical tasks.

METHODOLOGY

This course will be taught using a theoretical-practical approach and attendance is compulsory. The course will provide two types of contents. On the one hand the Professor will present theoretical contents through lectures for which the active participation of the students is necessary. On the other hand, the students have to complete several practical tasks (write a

newspaper, record a radio and a television show, make a short film and an ad) in class. All these tasks will be published on the web page <http://espanamedios.wix.com/espanamedios> which has been created for this course. In addition, the Professor will assign homework related to the content seen in class.

The Professor will use power point presentations, audio files and videos from the Internet, which are particularly significant for understanding the image that the social media gives of Spain.

Students will work in small groups as well as individually to analyze and compare different articles, radio spots, ads, films, TV shows and social media together with the materials provided by the Professor.

Finally, the course will have two exams, a midterm exam and a final exam, so that the Professor can evaluate the acquisition of all the competences of the course.

PREPARING FOR CLASS

The Professor will provide the study materials, as well as additional texts, bibliography and internet addresses related to the topic.

Homework is very important because it will allow the students to anticipate the class. Students will basically have to review the content and the suggested readings. This task is fundamental as it will enhance their ability to follow the pace of the class, by helping them to understand what they learned.

EVALUATION

The evaluation procedures that will be used will attempt to combine different elements in order to make sure that all the students can develop their skills. Ongoing student work will be the main criterion of the evaluation. Consequently, the overall assessment will be based on students' participation in the theoretical and practical sessions; exercises, activities and written tests; the design of web content for the practical exercises. The percentage of the grade that will be assigned to each of the evaluation criteria will be distributed as follows:

- **Class participation:** It must be active; that is to say, the student should not only ask questions but also make comments and participate actively in the exercises proposed in class, both **in group and individually**. In addition, students must complete the exercises assigned for each class. The Professor will provide **daily feedback** for the student's work. Competences 1, 2, 3, 4, 5 and 6 will be developed.
This aspect is worth **10%** of the final grade.
- **Homework:** Students must do their homework completing the assignments based on the previous lesson. The Professor will provide **daily feedback** for the student's work. Competences 1, 2, 3, 4, 5 and 6 will be developed. This aspect is worth **20%** of the final grade.
- **Creation of content for the webpage (practical tasks):** The objective of this activity is to help students develop their creativity by performing various practical tasks (write a newspaper, record a radio and a TV show, make a short film and an ad). Competences 3, 4, 5, 6 and 7 will be developed. This aspect is worth **30%** of the final grade.
- **Midterm exam:** In the middle of the course. The exam will consist of two parts: a practical part in which the student will have to complete exercises that are similar to those completed in class and a theoretical part with comprehension questions on the content studied during the course. This aspect is worth **20%** of the final grade.

- **Final exam:** There will be a final exam at the end of the course. It will consist of two parts. The theoretical part will include short comprehension questions on the content studied during the course. The second part will include practical exercises that are similar to those completed in class. The Professor will assess all the competences of the course. For any attempt of copying or plagiarism in the exam, the student will fail the course (grade 0) and he/she will not have the right to any kind of remedial exams. This aspect is worth **20%** of the final grade.

For any attempt of copying or of plagiarism in any of the activities described, the student will fail the course (grade 0) and he/she will not have the right to any kind of remedial exams.

Breakdown of the evaluation criteria:

Class participation	10%
Homework	20%
Creation of web contents	30%
Midterm exam	20%
Final exam	20%

ATTENDANCE

Attendance is **MANDATORY** for both onsite lessons and out-of-class activities. If the student is absent for more than the allowed limit (**one class absence in the July program and two absences in the fall and spring programs**), the final grade will reflect a decrease of **10 points** for each non-attendance that has not been excused by a doctor's certificate or by your Program Director. It is the individual responsibility of the student to make up any missed content about the subject taught in class the day the student was absent.

CLASS SCHEDULE	
TOPIC	ASSIGNMENT
Introduction. Overview of the course and syllabus. Introduction to media.	Buy course Dossier (Manual) from Colegio de Málaga
Topic 1 Written media in Spain (I). Discussion and Vocabulary exercises	Complete the assignments indicated by the Professor in class
Topic 1 Written media in Spain (II). Analysis of Spanish newspapers	Complete the assignments indicated by the Professor in class
Topic 1 Written media in Spain (III). Let's write a newspaper	Complete the assignments indicated by the Professor in class
Topic 1 Written media in Spain (IV). Let's write a newspaper	Complete the assignments indicated by the Professor in class
Topic 1 Written media in Spain (V). Let's write a newspaper	Complete the assignments indicated by the Professor in class
Topic 2 Radio in Spain (I). Vocabulary exercises	Complete the assignments indicated by the Professor in class

Topic 2 Radio in Spain (II). Discussion and exercises	Complete the assignments indicated by the Professor in class
Topic 2 Radio in Spain (III). Let's make a radio show	Complete the assignments indicated by the Professor in class
Topic 2 Radio in Spain (IV). Let's make a radio show	Complete the assignments indicated by the Professor in class Study for the exam
MIDTERM EXAM	
Topic 3 Television in Spain (I). Vocabulary exercises	Complete the assignments indicated by the Professor in class
Topic 3 Television in Spain (II). Discussion and exercises	Complete the assignments indicated by the Professor in class
Topic 3 Television in Spain (III). Let's make a film	Complete the assignments indicated by the Professor in class
Topic 3 Television in Spain (IV). Let's make a film	Complete the assignments indicated by the Professor in class
Topic 4 Spanish cinema (I). Vocabulary exercises	Complete the assignments indicated by the Professor in class
Topic 4 Spanish cinema (II). Discussion and exercises	Complete the assignments indicated by the Professor in class
Topic 4 Spanish cinema (III). Let's watch films	Complete the assignments indicated by the Professor in class
Topic 4 Spanish cinema (IV). Let's make a film	Complete the assignments indicated by the Professor in class
Topic 4 Spanish cinema (V). Let's make a film	Complete the assignments indicated by the Professor in class
Topic 5 Advertising in Spain (I). Discussion and Vocabulary exercises	Complete the assignments indicated by the Professor in class
Topic 5 Advertising in Spain (II). Analysis of ads	Complete the assignments indicated by the Professor in class
VISIT TO REINA SOFÍA MUSEUM	
Topic 5 Advertising in Spain (III). Advertising and cinema. Watch the short film Vale by Alejandro Amenábar	Complete the assignments indicated by the Professor in class

Topic 5 Advertising in Spain (IV). Let's make ads	Complete the assignments indicated by the Professor in class
Topic 5 Advertising in Spain (V). Let's make ads	Complete the assignments indicated by the Professor in class
Topic 6 Internet and social media (I). Vocabulary exercises	Complete the assignments indicated by the Professor in class
Topic 6 Internet and social media (II). Discussion and exercises	Complete the assignments indicated by the Professor in class Study for the exam
FINAL EXAM	

NOTE: This syllabus is subject to change. The final syllabus will be given to students on the first day of class.

BIBLIOGRAPHY

Students can buy the **class materials** at the Photocopy Center (Reprografía, Colegio de Málaga). These materials will be used for the assignments and the exam.

WE WILL ONLY SPEAK IN SPANISH

In class we are going to speak only in Spanish. The use of English in the classroom would prevent the total immersion of the student in the process of learning Spanish. Moreover, it is important to emphasize that in order to understand and enjoy the class we will ask for an additional effort of terminological adaptation with the sole aim of helping you get used to the specific jargon of the professional field.