



## **CIEE in Alicante, Spain**

<b>Course name:</b>	Spain in the Media: Understanding Spanish News and Advertisements
<b>Course number:</b>	COMM 3002 ALLC
<b>Programs offering course:</b>	Alicante Language and Culture
<b>Language of instruction:</b>	Spanish
<b>U.S. Semester Credits:</b>	3
<b>Contact Hours:</b>	45
<b>Term:</b>	Fall 2019

### **Course Description**

This subject introduces a comparative analysis of the media and audiovisual expression formats in Spain and the United States reflecting their social reality. Students learn the history, structure and characteristics of media, communication 2.0 via the Internet and social networks and audiovisual expression in the broad sense. In this way they will obtain a clear knowledge of the similarities and differences between the media of Spain and the United States and thus be able to understand the society of each country. The student can gain a general knowledge of the different media that exist in each country, as well as the clear political trends of the newspapers, the different radio stations, television channels and platforms, the advertising world, the 2.0 network and the Content generated by users (youtubers, videoblogging, podcast, blogging, etc.) and the official content (transmediatic narratives) generated by the official brands and companies. We will also analyze in depth Spanish film production. The experience of a semester in Alicante is enriched with a critical and, above all, comparative with the United States of the information that is received in the country daily through the mass media as a reflection of the society in which lives.

### **Learning Objectives**

The main objective is to access and be familiar with the different Spanish media resources. Students must be able to understand and be critical with the information from the news and advertisements. Also, students will be able to produce their own written and oral texts following the patterns of the media.

### **Course Prerequisites**

None

### **Methods of Instruction**

This course has a theoretical and practical content. On the one hand, the teacher will introduce and comment the course content and will give the students all the materials (photocopies, articles, videos, movies, power points, web pages, blog).

The student must research updated information about the topics that are covered in class and complete the practical activities about them. The class blog will be a key element in the class in order to follow the class information and participate outside the classroom.



## **Assessment and Final Grade**

Midterm Exam	25%
Final Exam	25%
Final Project	20%
Oral Presentation	10%
Blog, participation and assignments	20%

## **COURSE REQUIREMENTS**

### Midterm

Midterm will be based on all the content covered until the Midterm day. The midterm consists of three parts: 20 multiple-choice questions, 20 short answer and 4 topics to choose two.

The short answer will be about 50 words long and the two topics to be developed will be 250 words each minimum.

### Final Exam

The final exam will be based on all the content covered from the midterm until the final exam day. The final exam consists of three parts: 20 multiple-choice questions, 20 short answer and 4 topics to choose two.

The short answer will be about 50 words long and the media topic and the analysis to be developed will be 250 words each minimum.

### Final Project

It is a research project about one of the topics suggested by the teacher:

- Media and 15 M movement. The economic crisis in Spain and USA.
- The nationalist movements.
- Women in Spanish and American media.
- Immigration and racism through the media.
- American view of Spain and Spanish view of USA through the media.

In order to do a complete project, the paper must have:

- Introduction of the topic
- Introduction of the geographical context
- Main characteristics of the topic
- Division of the topic in clear sections
- Good presentation (pictures, bring a sample to class of a dish, being original)
- Focus on the topic
- Conclusion, personal opinion and bibliography.
- Be original
- A paper copied from the internet will be a CERO

The project will have an extension of 4.500-5.000 words (10-12 pages). Students can include pictures and other material that then consider necessary. The project format is:

- Font: Times New Roman (or similar)



- Font size: 12
  - Interline: 1,5
  - Format of document: .doc (Microsoft Office Word)
- The project will be submitted by email and also printed. The student is responsible to make sure that the teacher receives the document in word format (.doc). If there is any problem receiving or opening the document is student responsibility to solve the problem. If the problem persists it will be a 0 in the final grade. It is important to save a copy of the documents in USB or similar to avoid last minute “technical problems”.

Students will submit to the teacher a guideline and a draft in the scheduled dates (see weekly schedule).

#### Oral Presentation

Each student will do an oral presentation of the written project. The evaluation will follow this criterion:

- Exposition clarity
- Adequacy of information and content
- Resources used
- Originality

Each presentation will be 10 minutes long approximately. Each student has to present his topic without reading the written information. He can have some notes with him as a help.

The oral presentation will take place on the scheduled day specified on the weekly schedule.

### **CIEE ACADEMIC POLICIES**

#### Papers and assignments submission

According to CIEE Alicante academic norms all assignments, paper, readings, etc. must be turned in on the due date. Late submissions of coursework/assignments during the course of the term of study are not accepted.

If an exception is granted by the Academic Director, the new deadline for the assignment will be set for the next earliest possible date for the student for reasonably submit the assignment.

#### Course Attendance

Regular class attendance is required throughout the program. Students must notify (via e-mail with a copy to the Resident Director or Program Coordinator) their instructor beforehand if they will miss class for any reason. Students are responsible for any materials covered in class during their absence. Students who miss class for medical reasons must inform the professor and the RD or PC and provide appropriate documentation.

For CIEE courses, excessively tardy (over 15 minutes late) students will be marked absent (student will be reminded of the policy). Attendance policies also apply to any required co-curricular class excursion or events, etc. Students who miss class for personal travel will be marked as absent and unexcused.

An absence in a CIEE course will be only considered excused if:



- 1) A doctor's note is provided. The UA medical center does not generally provide class absence notes. In the case a doctor's absence note is extremely necessary, students will need to go to the Vithas International Hospital to be examined.
- 2) A CIEE staff member verifies that the student was too ill to attend class
- 3) Evidence is provided of a family emergency

Persistent absenteeism (students exceeding 10% of the total course hours missed, or violations of the attendance policy in more than one class) will lead to a written warning from the RD, notification to the home school, and/or dismissal from the program in addition to reductions in class grade(s).

- 1) Since each CIEE Alicante course is 45 hours, 10% of the total course hours are 4.5 hours.
- 2) Students who miss more than 4.5 hours of class without justification will see their final grade reduced by - 5%. For instance, students achieving a grade of 89.00 out of 100 points and missing more than 4.5 hours of class will see their grade reduced from 89.00 (B+) to 84.00 (B).

Students with unexcused absences exceeding 20% of the total course hours will fail the course. Written warnings and home school notifications will happen well before the absenteeism causes the student to fail the course so that the student has an opportunity for corrective actions.

Likewise, if any CIEE group organized activity/informational session (e.g. Intercultural development sessions) is scheduled during class hours, attendance to this activity or session is also mandatory for all students enrolled in courses that meet during that block of time. Not attending these CIEE group organized activities/sessions during regular class hours will result in an absence.

### Plagiarism

Cheating and plagiarism in any course assignment may result in failing the course or being expelled from the program. Students are expected to adhere to the US American and norms.

Important principles:

- 1) Final examinations, quizzes and other tests must be done without assistance from other person, without looking at or otherwise consulting the work of another person, and without access to notes, books, or other pertinent information (unless the professor has explicitly announced that a particular test is to be taken on an "open book" basis).
- 2) The same written paper may not be submitted in more than one course.
- 3) Any use of the work of another person must be documented in any written papers, oral presentations, or other assignments carried out in connection with the course

### Add/Drop

The add/drop period last for 1 week after the start of the courses. After the end of the add/drop period, the student's registration is considered final, and no course(s) may be changed or deleted from the student's CIEE Academic Record.

### Withdrawal from a course



Students are required to register in 5 courses during their studies at CIEE Alicante. Each CIEE course is worth 3 credits (45 contact hours) and each Universidad de Alicante course is worth 4 credits (60h - unless the course has more than 60h of instruction). If exceptional circumstances warrant, the student may request permission from the Center Director to withdraw from a course. However, a student participating in a semester program is not allowed to drop below 12 US semester credits.

### **Weekly Schedule**

#### **Week 1**

- 1.1 Topic: Introduction. The teacher will introduce the course to students, describing the material, learning objectives and content of the class.
- 1.2 Topic: Unit 1: General ideas of Spanish Media (I)  
Students will be able to get familiar with the general data of the different Spanish mass media.  
Discussion: discuss about the similarities and differences between Spanish and American media.

#### **Week 2**

- 2.1 Topic: Unit 1: General ideas of Spanish Media (II)  
Reading: Local and national newspapers.
- 2.2 Topic: Unit 1: Spanish Media data and conclusions  
Students will be able to analyze Spanish media data and get their own conclusions regarding the statistics provided by the teacher.  
Reading: Bordería Ortiz, Enrique. La prensa durante el franquismo: represión, censura y negocio. Fund. Universidad San Pablo, 2000.

#### **Week 3**

- 3.1 Topic: Unit 1: -AIMC, media data "Pensamiento Único"  
Discussion: Students will be able to get familiar with the different Spanish media studies and interpret the key concept of "pensamiento único".
- 3.2 Topic: Unit 2: Spanish Newspapers  
Student will learn about the history of newspaper. They will be able to analyze the different newspaper sections and evaluate the language of newspapers.  
Activity: Visit to a local television.

#### **Week 4**

- 4.1 Topic: Unit 2: Other printed Media  
Students will select different magazines and other printed Spanish media in order to analyze their characteristics.

Discussion: They will formulate their conclusions about the Spanish printed media.

Reading: local newspapers

4.2 Topic: Final project

Students will submit the final project guideline.

Reading: Thompson, John. *Los media y la modernidad: Una teoría de los medios de comunicación*, Paidós Ibérica, 1998.

**Week 5**

5.1 Topic: Unit 3: Digital Media. Past, present and future in Spain

Students will contrast the Spanish digital media throughout its history.

Discussion: They will compare the information with the American Media.

5.2 Topic: Unit 3: Digital Media Analysis

Activity: Students will analyze digital media data and assess the results. They will conclude how Digital media affects Spanish nowadays society.

Reading: Aparici, Roberto. *La construcción de la realidad en los medios de comunicación*, Uned. Universidad Nacional de Educación a Distancia. 2010.

**Week 6**

6.1 Review.

6.2 Students will take the Midterm exam.

**Week 7**

7.1 Topic: Unit 4: Spanish TV

Students will learn about the story of the Spanish TV and will point out the most important dates.

Discussion: They will recognize and analyze the main TV channel, TV shows and popular series.

Activity: They will submit the final project draft.

7.2 Topic: Unit 4: Comparative analysis.

Students will synthesize all the information about TV media and formulate a conclusion about the similarities and differences between Spanish and American TV. In order to do the conclusion students will do a comparative study.

Discussion: Delivery of the first part of the project. Debate about it

Reading: López García, Xose. *Convergencia digital: reconfiguración de los medios de comunicación en España*. Universidad de Santiago de Compostela. 2011.

**Week 8**

8.1 Students will watch the Movie "La sombra del poder" (Kevin Macdonald) as an example of the journalists job.

Students will submit the final paper draft



8.2 Topic: Unit 5: Radio in Spain. Short history

Activity: Students will summarize the highlights of the Spanish radio history and they will classify the main Spanish radio stations and programs.

Reading: Aparici, Roberto. Conectados en el ciberespacio, Uned. Universidad Nacional de Educación a Distancia. 2010.

**Week 9**

9.1 Activity: The students will analyze the characteristics of the Spanish radio from a critical point of view and will value its importance in the Spanish media.

9.2 Topic: Unit 6: Announcements: Short history

Activity: Students will summarize the most important dates of the announcements history and will interpret a variety of Spanish announcements shared in class.

Discussion: Delivery of the second part of the project. Debate about it.

**Week 10**

10.1 Topic: Unit 6: Critical analysis of announcements

Students will analyze the different announcements and will assess the values that they communicate.

10.2 Discussion: The students will submit the final project of the course and will perform an oral presentation where they justify all their research in their papers.

Reading: Pavlik, John V. El periodismo y los nuevos medios de comunicación, Paidós Ibérica, 2005.

**Week 11**

11.1 Topic: Unit 7: Final Conclusions. Students will evaluate all the knowledge acquired throughout the course and will be able to formulate their hypothesis and conclusions about the Spanish Media and its differences and similarities with American Media.

11.2 Activity: Students will have a Final Exam review in order to clarify all doubts and questions before the final exam.

Reading: Manovich, Lev. El lenguaje de los nuevos medios de comunicación: la imagen en la era digital, Paidós Ibérica, 2005.

**Week 12**

12.1 Students will take the final exam.

**Readings**

- Aparici, Roberto. La construcción de la realidad en los medios de comunicación, Uned. Universidad Nacional de Educación a Distancia. 2010
- Aparici, Roberto. Conectados en el ciberespacio, Uned. Universidad Nacional de Educación a Distancia. 2010.



- Bordería Ortiz, Enrique. La prensa durante el franquismo: represión, censura y negocio. Fund. Universidad San Pablo, 2000.
- Cantavella, Juan. Enciclopedia de la Comunicación, Fund. Universidad San Pablo, 2012.
- López García, Xose. Convergencia digital: reconfiguración de los medios de comunicación en España. Universidad de Santiago de Compostela. 2011.
- Manovich, Lev. El lenguaje de los nuevos medios de comunicación: \_la imagen en la era digital, Paidós Ibérica, 2005.
- Pavlik, John V. El periodismo y los nuevos medios de comunicación, Paidós Ibérica, 2005.
- Teijeiro Rodríguez, Ariadna. El "Prestige" como hiper-realidad mediática : poder y efectos de los medios de comunicación en la construcción de la realidad social, Universidad da Coruña, 2010.
- Thompson, John. Los media y la modernidad: Una teoría de los medios de comunicación, Paidós Ibérica, 1998.

### **On-line Resources and Movies**

Mass Media and Webs

Audiovisual material of the course elaborated by the teacher and that this one will share with the students.

Videos and Internet content

Movies:

Truman Show, Peter Weir

State of play, Kevin McDonald

Spotlight, Thomas McCarthy

Nightcrawler, Dan Gilroy

The Fifth Estate, Bill Condon