




2nd Term 2023-2024

Course Code & Title:	SPAN3100 - SPECIAL TOPICS IN SPANISH SPANISH MEDIA	
Language of Instruction: Spanish / English	Units: 3	

Course Description

SPAN3100: Spanish Media and Pop Culture explores the realms of cinema, television, music, dance, fashion, and cultural trends in Spain and Latin America. Students will gain insight into diverse aspects of Spanish culture and acquire the necessary vocabulary to discuss these topics. Through engaging discussions, we analyze influential films, critically examine popular TV shows, explore music genres, appreciate dance forms, and delve into evolving fashion trends. This course offers a captivating journey into the vibrant world of Spanish media and pop culture, expanding cultural horizons while enhancing language skills. **Prerequisite: SPAN2000 or equivalent.**

Learning Outcomes

Upon completion of the course, students will be able to:

- Develop a comprehensive understanding of Spanish media and pop culture.
- Use vocabulary related to cinema, television, music, dance, fashion, and cultural trends in Spain and Latin America.
- Critically analyze influential films and popular TV shows from the Spanish-speaking world.
- Explore diverse music genres and their cultural significance in Spanish-speaking countries.
- Appreciate the art of dance and its role in Spanish and Latin American cultures.
- Examine the ever-evolving fashion trends and their impact on Spanish and Latin American societies.
- Gain insights into cultural differences and similarities between Spain and various Latin American countries.
- Enhance language skills through engaging discussions and interactions centered around Spanish media and pop culture.

Units	Contents
<p>Unit 1: <i>Television and Publicity</i></p>	<ul style="list-style-type: none"> • History of Television in Spain • Political context • Television during dictatorship: censorship • Transition to democracy • Main TV Series in Spain • Telenovelas (Soap operas): Characteristics • Sexism in advertisements
<p>Unit 2: <i>Hispanic Cinema</i></p>	<ul style="list-style-type: none"> • History of Hispanic Cinema • Major film directors • Influential Hispanic films • Genres and themes in Spanish cinema • Film festivals in Spain • International recognition of Spanish cinema • Contemporary trends in Spanish cinema

<p>Unit 3: Press and Social Media in Hispanic Countries</p>	<ul style="list-style-type: none"> • Print media landscape in Spain • Major newspapers and magazines • Role of journalism in Spanish society • Evolution of print media in the digital age • Influence of social media on news consumption • Fake news and media literacy in Spain • Freedom of the press in Spain
<p>Unit 4: Spanish Dance</p>	<ul style="list-style-type: none"> • Traditional Spanish dances • Flamenco: Origins and characteristics • Flamenco music and instruments • Flamenco dance styles and techniques • Spanish regional dances • History and Cultural significance of dance in Spain
<p>Unit 5: Spanish Music</p>	<ul style="list-style-type: none"> • Traditional Spanish music genres (e.g., flamenco, copla) • Popular music genres in Spain (e.g., pop, rock, reggaeton) • Influential Spanish musicians and bands • Music festivals in Spain • Regional music traditions in Spain • Spanish music industry and its impact
<p>Unit 6: Spanish Fashion Industry</p>	<ul style="list-style-type: none"> • Historical overview of Spanish fashion • Influential Spanish fashion designers • Fashion trends in Spain • Fashion industry in major Spanish cities (e.g., Barcelona, Madrid) • Spanish fashion brands and their global presence • Sustainable and ethical fashion in Spain • Impact of Spanish fashion on international fashion scene

Learning Activities			
Interactive classwork [1](hr) in / out class	Extra-curricular activities (hr) in / out class	Web-based teaching (hr) in / out class	Homework / Self-study (hr) in / out class
3	0.5	1	1.5
M	O	M	M

M = Mandatory / O = Optional

[1] Interactive classwork focuses on student-centered activities as pair work, group work, role-playing and student-teacher interaction.

Assessment Scheme		
Task nature	Description	Weight
Participation & Homework	<u>Active</u> participation in class and regular homework	15%
Assessments	Different assessments to be submitted on Blackboard	30%
Project and Exposition	Details will be provided by the teacher	25%
Final Quiz	Final quiz covering the contents of the course	30%

Remarks:

- You are required to arrive on time. Two late attendance (20 minutes or more) will be considered as one absence.
- You are required to attend at least 75% of the class. Treat 75% attendance as the minimum, not the maximum.
- The success of your own learning will highly depend on your attendance.
- **Should you miss more than 25% of the class, you will automatically fail the course.**
- If you are unable to attend, get informed about what content and homework you missed and make it up yourself.

Grade descriptors					
	A	B	C	D	F
General	The student demonstrates a deep knowledge and understanding of Spanish and Latin American media and pop culture. Their mastery of vocabulary is impressive, and they exhibit exceptional ability to critically analyze films, television shows, music, dance, fashion, and cultural trends.	The student shows a solid knowledge and understanding of Spanish and Latin American media and pop culture. Their vocabulary is appropriate, and they exhibit effective ability to analyze films, television shows, music, dance, fashion, and cultural trends.	The student presents a basic knowledge of Spanish and Latin American media and pop culture. Their vocabulary is sufficient to address the topics covered, and they demonstrate a general understanding of films, television shows, music, dance, fashion, and cultural trends.	The student displays limited knowledge of Spanish and Latin American media and pop culture. Their vocabulary is limited, and their ability to critically analyze and comprehend the topics covered is limited.	The student exhibits significant difficulties in understanding and analyzing Spanish and Latin American media and pop culture. Their vocabulary is minimal, and they struggle to engage in discussions and activities related to the course.

Learning Resources	
Course Materials	
1. Handouts and PowerPoints provided by your instructor and available on Blackboard.	
Readings & Library Resources	
1. Complete Spanish grammar (2004) [electronic resource AVAILABLE AT CUHK ULS] / Gilda Nissenberg. New York: McGraw-Hill.	
2. Modern Spanish grammar (2003) [electronic resource AVAILABLE AT CUHK ULS] a practical guide / Juan Kattán-Ibarra and Christopher J. Pountain. London: Routledge	

Schedule (subject to changes):

Week	Date	No Class Days	Assignments	Content
Week 1	Jan 8 th -14 th			Introduction to Mass Media and Spanish Pop Culture
Week 2	Jan 15 th -21 st			Unit 1: Television and Publicity
Week 3	Jan 22 nd -28 th			Unit 1: Television and Publicity Unit 2: Spanish Cinema
Week 4	Jan 29 th -Feb 4 th		In-class Screening + Debate	Unit 2: Spanish Cinema
Week 5	Feb 5 th – 11 th	9th February (Friday): Lunar New Year Vacation		Unit 2: Spanish Cinema
Week 6	Feb 12 th -18 th	12th-15th February (Monday-Thursday): Lunar New Year Vacation		-
Week 7	Feb 19 th -25 th			Unit 3: Press and social media
Week 8	Feb 26 th -Mar 3 rd		Project explanation	Unit 3: Press and social media
Week 9	Mar 4 th -10 th	Reading week		-
Week 10	Mar 11 th -17 th			Unit 4: Dance
Week 11	Mar 18 th - 24 th		Flamenco Workshop	Unit 4: Dance Unit 5: Music
Week 12	Mar 25 th - 31 st	29th March (Friday): Good Friday		Unit 5: Music
Week 13	Apr 1 st - 7 th	1st April (Monday): Easter Monday 4th April (Thursday): Ching Ming Festival		Unit 6: Fashion
Week 14	Apr 8 th -14 th		Project Expositions	-
Week 15	Apr 15 th -21 st		Final Quiz	-

Class sections and teachers' contact details:

Class	Time	Classroom	No. of weeks	Teacher	Email
SPAN 3100 A	Tu 10:30 13:15	HYS_G01	13	Mr. Mario MONTERRUBIO GANAN	mariomonterrubioganan@cuhk.edu.hk

For further information and inquiries, you are welcome to contact:

Contact	Telephone	Email	Office
Mr. Mario Monterrubio (Course Coordinator)	39431770	mariomonterrubioganan@cuhk.edu.hk	Office Hours: Rm G33, KKL Building in person or via Zoom <i>gladly by appointment</i>
General Office	39439836	lin@cuhk.edu.hk	Rm G17, KKL Building Office Hours: <u>Monday to Thursday:</u> 8:45am to 1:00pm and 2:00pm to 5:30pm <u>Friday:</u> 8:45am to 1:00pm and 2:00pm to 5:45pm

Academic Honesty and Plagiarism

Attention is drawn to University policy and regulations on honesty in academic work, and to the disciplinary guidelines and procedures applicable to breaches of such policy and regulations. Details may be found at http://www.cuhk.edu.hk/policy/academic_honesty/. With each assignment, students will be required to submit a signed declaration that they are aware of these policies, regulations, guidelines and procedures. For group projects, all students of the same group should be asked to sign the declaration

Feedback for Evaluation

Our language programme highly values students' feedback and comments and is happy to use them for reflection on our teaching and improvement. Students are very welcome to provide comments and feedback on the course any time to their course teacher or the course level coordinator through email or in personal conversation. In addition, students' feedbacks will be collected in the middle of the term through an open-end questionnaire and the teacher will discuss the feedbacks in class and make improvements if necessary. The course will also follow the university's course evaluation exercise at the end of the term, and students' feedbacks will be used for future course planning and teaching.