Department of Linguistics and Modern Languages
The Chinese University of Hong Kong

2nd Term 2026-2027

Course code & Title:	**SPAN2300 – HISPANIC MEDIA**
Language of instruction: Spanish/English	**Units:** 3

Course description

This course 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 Hispanic 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 Hispanic 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 Hispanic media and pop culture.
- Use vocabulary related to cinema, television, music, dance, fashion, and cultural trends in Spanish.
- Critically analyze influential films and popular television shows.
- Explore diverse music genres and their cultural significance.
- Appreciate the art of dance and its roles in Hispanic cultures.
- Examine the ever-evolving fashion trends and their impact.
- Gain insights into cultural differences and similarities between different countries.
- Enhance language skills through engaging discussions and interactions centered around Hispanic media and pop culture.

Course syllabus		
Unit	**Topics**	**Contents**
Unit 1.	**Television and Advertisement**	• History of television in Spain and its socio-political context during the 20th century • Television during dictatorship and transition to democracy: themes and censorship • Main TV series in Spanish • *Telenovelas* (Soap operas): Characteristics and examples • Analysis if advertisement during the 20th Century • **Vocabulary and phrases to talk about TV and advertisements.**
Unit 2.	**Cinema**	• History of hispanic cinema: Major film directors, influential films, main genres and themes • Film festivals in hispanic countries • International recognition of hispanic cinema • Contemporary trends in cinema and awards • **Vocabulary and phrases to talk about cinema**
Unit 3.	**Press and Social Media**	• 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, memes, and media literacy in Spain • **Vocabulary and phrases to talk about press and social media**
Unit 4.	**Dances**	• Traditional Hispanic dances • Flamenco: Origins, characteristics, music and instruments • Ball competitions and dancing TV shows • Spanish regional dances and representation on the media • History and cultural significance of dance in Spain • **Vocabulary and phrases to talk about dances**
Unit 5.	**Music**	• Traditional music genres in Spain (e.g., flamenco, copla) and Latin America (e.g., reggaeton, trap) • Influential musicians and bands • Music festivals in Spain • Regional music traditions in Spain • Hispanic music industry and its impact on society • **Vocabulary and phrases to talk about music**
Unit 6.	**Spanish Fashion Industry**	• 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 • **Vocabulary and phrases to talk about fashion**

Course components							
Teaching mode							
100% on-site face-to-face interactive classwork.							
Learning activities							
Interactive classwork (hr) [1]		Extra-curricular activities (hr)		Web-based teaching (hr)		Homework / Self-study (hr)	
In class	Out class	In class	Out class	In class	Out class	In class	Out class
3							6
M							M

M = Mandatory / O = Optional

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

Assessment type		
Task nature	**Description**	**Percentage**
Class participation	Punctuality and active participation in class activities (continuous assessment).	**10%**
Assignments & Self-study.	Regular activities to be submitted through Blackboard.	**20%**
Project and Exposition in class	Group project about a Hispanic Media Topic and oral exposition in class	**35%**
Final written exam	Final exam covering the contents of the course	**35%**
Important Points to Note for Assessments: All in-class assessments (written and oral) are conducted under closed-book conditions unless otherwise announced by the course teachers explicitly. Students are not permitted to consult textbooks, workbooks, notes, dictionaries, handouts, or any other reference materials during the assessment. Mobile phones, smart watches, tablets, laptops, AI tools, and all other electronic devices must be switched off and put away before the assessment begins.		

Notes to students:

- Students are required to arrive at every lesson on time. Failure of doing so will lead to deduction of marks and will be reflected on the assessment on “Participation in class”. Two late attendance (20 minutes or more) will be considered as one absence.
- After the e-Add & Drop period, you are required to attend a minimum of 75% of the lessons. Should you miss more than 25% of the lessons after the e-Add & Drop period, you will not be eligible to earn a passing grade for the course.
- Treat the requirement of 75% of attendance as the minimum but not the maximum: Your performance and success in the course will largely depend on your attendance and punctuality.
- If you are unable to attend a lesson, get informed about what lesson content and homework you missed and catch up by yourself as soon as possible but not later than the ensuing lesson.
- If you miss the submission of any assignment, or be absent from a test or an exam without a justification being officially submitted to the course teacher, the submission of the assignment or the assessment component concerned will not be rescheduled.

Assessment rubrics				
General grade descriptors				
A	**B**	**C**	**D**	**F**
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
Required reading and course materials
Worksheets, handouts, and lessons slides (PPT presentations) to be provided by the teacher in e-copies (through Blackboard) or in hard copies (in the classroom).
IT resources
• ***Centro Virtual Cervantes (CVC). Recursos para estudiantes de español.*** It is dedicated to students in the ***Instituto Cervantes*** website, the Spanish Government public institution that promotes the teaching and learning of Spanish around the world: https://cvc.cervantes.es/estudiantes.htm • ***Páginas de ayuda para estudiantes de español*** of the Bowdoin College (Brunswick, Maine, USA). It is a concise outline for the grammar structures taught at the intermediate and advanced levels: https://learn.bowdoin.edu/spanish-grammar/newgr/index.html • ***ProfedeEle.*** It is a webpage with Spanish self-learning resources -vocabulary, grammar, orthographics, culture, and more- offering graded content under the Common European Framework of Reference for Languages (CEFR): https://www.profedeele.es/ • **CU eLearning System:** https://www.edtech.cuhk.edu.hk/

Recommended readings & Library resources
• Aguirre, C. (2019). *Gramática y enseñanza de español. Los aspectos gramaticales más relevantes del aprendizaje de español* (1a ed.). Habla con Eñe, S.L. • Ainciburu, M. C., & Santana, M. E. (2022). *Estrategias para la adquisición del léxico* (1a ed.). Grupo Anaya S.A. • Barcroft, J., & Muñoz-Basols, J. (Eds.). (2022). *Spanish vocabulary learning in meaning-oriented instruction*. Routledge, Taylor & Francis Group. • Balea, A., Castro, M., et al. (2011). Cultura en el mundo hispanohablante A2/B1. enClave-ELE.

- De Prada, M., Puente, P., Mota, E. (2019). *Colección Descubre. Descubre la música; Descubre el cine;* A2. EDELSA.ISBN:9788490818534
- Membibre, C., Cámara, N. (2013). *Vamos al cine.* EdiNUMEN.
- Romero, D. (2017). *Saberes y comportamientos culturales* Ar-Aza. EdiNUMEN.

Course schedule (subject to changes)				
Week	**Date**	**No class days**	**Assignments**	**Contents**
Week 1	Jan 11 to 17	-		**Introduction to the course**
Week 2	Jan 18 to 24	-		Unit 1
Week 3	Jan 25 to 31	-		Unit 1
Week 4	Feb 1 to Feb 7	-	**In-class Screening + Debate**	Unit 1
Week 5	Feb 8 to 14	**Monday, 8th Feb, to Sunday, 11th Feb:** Lunar New Year vacation		-
Week 6	Feb 15 to 21	-		Unit 2
Week 7	Feb 22 to 28	-		Unit 2-3
Week 8	Mar 1 to Mar 7	-		Unit 3
Week 9	Mar 8 to 14	**Monday, 8th March, to Saturday, 14th March:** Reading Week		-
Week 10	Mar 15 to 21	-		Unit 4-5
Week 11	Mar 22 to 28	-	**Flamenco Workshop**	Unit 4-5
Week 12	Mar 29 to Apr 4	**Monday, 29th March** Easter Monday		-
Week 13	Apr 5 to Apr 11	**Monday 5th April:** Ching Ming Festival		-
Week 14	Apr 12 to 18	**-**	**Project expositions**	-
Week 15	Apr 19 to 25	-	**Final exam**	-

Class sections and teachers' contact details					
Class	**Time**	**Classroom**	**No. of weeks**	**Teacher**	**Email**
SPAN2300	**Mo 10:30am to13:15pm**	**YIA_510**	**13* (11)**	**Mr. Mario Monterrubio Ganan**	mariomonterrubioganan@cuhk.edu.hk

* The number shown in the brackets indicates the number of class meetings scheduled according to the number of weeks in the semester. All course sections comprise 13 teaching weeks (39 contact hours). Make-up classes will be arranged whenever necessary to compensate for the shortfall due to public holidays, class suspensions for university events, or other approved situations.

Adverse Weather Arrangements

In the event that a face-to-face class is suspended due to adverse weather conditions, the teacher may, where appropriate, conduct the class online at the scheduled class time. Students will be informed through Blackboard and/or email of any such arrangement. If a student is unable to participate in the online session due to technical difficulties or other unforeseen circumstances, alternative arrangements (e.g. access to lecture recordings, supplementary materials, or make-up arrangements, where applicable) will be provided.

For further information and inquiries			
Contact	**Telephone**	**Email**	**Office: Department of Linguistics and Modern Languages (LIN)**
Mr. Mario Monterrubio Ganan	39431770	mariomonterrubioganan@cuhk.edu.hk	Room G31, Leung Kau Kui Building. Face-to-face or Zoom meeting gladly by appointment (email).
LIN General Office	3943 9836	lin@cuhk.edu.hk	Room G17, Leung Kau Kui Building. **Office hours:** Mon to Thu: 8:45 am - 1:00 pm & 2:00 - 5:30 pm Fri: 8:45 am - 1:00 pm & 2:00 - 5:45 pm.

Details of course website
CUHK Blackboard: https://blackboard.cuhk.edu.hk.

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.

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/academichonesty/. With each assignment, students will be required to submit a signed declaration that they are aware of these policies, regulations, guidelines and procedures. In the case of group projects, all members of the group should be asked to sign the declaration, each of whom is responsible and liable to disciplinary actions, irrespective of whether he/she has signed the declaration and whether he/she has contributed, directly or indirectly, to the problematic contents. For assignments in the form of a computer-generated document that is principally text-based and submitted via VeriGuide, the statement, in the form of a receipt, will be issued by the system upon students' uploading of the soft copy of the assignment.

Students are fully aware that their work may be investigated by AI content detection software to determine originality. Students are fully aware of the AI approach(es) adopted in the course. In the case where some AI tools are allowed, students have made proper acknowledgment and citations as suggested by the course teacher.

Assignments without a properly signed declaration will not be graded by teachers. Only the final version of the assignment should be submitted via VeriGuide.

The submission of a piece of work, or a part of a piece of work, for more than one purpose (e.g. to satisfy the requirements in two different courses) without declaration to this effect shall be regarded as having committed undeclared multiple submissions. It is common and acceptable to reuse a turn of phrase or a sentence or two from one's own work; but wholesale reuse is problematic. In any case, agreement from the course teacher(s) concerned should be obtained prior to the submission of the piece of work.

Academic honesty and plagiarism (continued)

The copyright of the teaching materials, including lecture notes, assignments and examination questions, etc., produced by staff members/ teachers of The Chinese University of Hong Kong (CUHK) belongs to CUHK. Students may download the teaching materials produced by the staff members/ teachers from the Learning Management Systems, e.g. Blackboard, adopted by CUHK for their own educational use, but shall not distribute/ share/ copy the materials to a third-party without seeking prior permission from the staff members/ teachers concerned.

Use of Generative Artificial Intelligence (AI) Tools in Teaching, Learning and Assessment

All use of AI tools is prohibited in assignments and assessment tasks

For assignments and assessment tasks that count towards the final course grades, students are not allowed to submit work which is produced with the collaboration of or supported by the use of any generative AI tools (e.g. ChatGPT)*.

Any breach of the regulations will be considered an act of academic dishonesty and will be handled according to the *University's Procedures for Handling Cases of Academic Dishonesty.*

In case of queries, students should seek advice from the course teacher.

For more information about our Spanish programme, please join us on Instagram:

@ELECAFELITO