



INSTITUTO UNIVERSITARIO DE INVESTIGACIÓN
EN ESTUDIOS NORTEAMERICANOS
"BENJAMIN FRANKLIN"

Course	Communication skills through the mass media
Program	Study Abroad
Credits	3 USA / 4.5 ECTS
Class hours	45
Office Hours	By appointment
Requirements	Intermediate Spanish level
Language of instruction	Spanish
Type of teaching	In person

INTRODUCTION

This course offers a general overview of the Spanish mass media-the written press, radio, television, and cinema-as well as the vision offered by these media of present-day Spain. Although the approach offered in the course tries to be generalist, more emphasis is placed on those particular and current media and works that, due to their specific qualities, are already part of the History of Spanish communication.

OBJECTIVES

1. To develop communicative competence, reinforcing the linguistic skills that enable the student to communicate an oral message.
2. To understand the basic general concepts about the mass media and its management through Spanish culture.
3. Knowledge, understanding and basic command of the elementary technical terminology of the mass media.
4. To understand, identify and analyze the information offered in mass media.

COMPETENCES

General competences (GC):

GC 1: Ability to organize, plan and develop autonomous learning.

GC 2: Ability to apply theoretical knowledge and critical reasoning to the interpretation, analysis and commentary of texts and images.

GC 3: Ability to communicate orally and in writing.

Specific competences (SC):

SC 1: Identify the most important social media in Spain today.

SC 2: Recognize the particularities of each media and understand the differences between them.

SC 3: To develop the student's listening comprehension so that he/she is able to understand the messages provided by the audiovisual media.
provided by the audiovisual media in Spain.

SC 4: To develop reading comprehension so that the student can understand the information provided by the written media.

SC 5: Reinforce written composition skills so that, at the end of the course, the student will be able to compose messages for different media.

SC 6: To be able to establish relationships between images and sounds, from the aesthetic and narrative point of view in different media and audiovisual technologies.

SC 7: To develop the creativity of the students, through the realization of different practical works

METHODOLOGY

To carry out our program, we will be based on a series of principles, various strategies and a series of pedagogical techniques.

Theoretical-practical lessons will be given based on the teacher's explanations and completed by the materials divided into modules that the teacher will leave in an online folder to which the student will have access from the first day of class. Our goal is to achieve a significant learning of the contents, so it is very important to take into account the previous ideas of the students, in order to use a flexible methodology. We count on the fact that there will be a diversity of students in the classroom, therefore, when necessary, individual adaptations will be made. The methodological strategy we will follow will be the following:

- As pre-class work, students should have read the chapters and/or class materials indicated for that day, so that students can follow the theoretical explanation without too much difficulty. The modules are divided into topics with a theoretical part and a practical part.
- At the beginning of each of the sessions there will be a review with questions related to the topic of the previous class as a discussion to test the knowledge acquired by the students.
- Students will work in small groups (2-3 students) in the case of having to perform group activities.
- As a final project, the student will make a ten-minute presentation on the topic of study previously assigned by the professor.

PREPARATION FOR CLASS

Working on the readings and theoretical content before coming to class prepares you to ask questions and give opinions on the subject matter in class.

- Read the theoretical parts and presentations assigned by the professor in the dossiers for each of the topics.
- Reflect on questions that may lead to interesting discussions to share with your classmates in class.
- Take notes during class explanations and discussions.
- Apply face-to-face participatory lectures and notes taken from explanations to the understanding of each of the topics.
- Make use of class time and tutorials to deepen or complete the teacher's explanations and what you have learned autonomously.

EVALUATION

• Participation

It must be active, that is to say, the student must not only ask his doubts, but must also make comments and actively participate in the exercises proposed in class both in group and individually. In addition, the student must read the texts assigned by the teacher and do the exercises related to the text. The student is expected to demonstrate maturity and responsibility in the classroom so that gestures, passive attitude such as sleeping in class, and having inappropriate behaviors in the classroom may have a negative impact on the grade of this section. The total percentage of this section is 10%.

● Exams.

The student will face throughout the course two exams.

The partial exam will consist of a series of questions where the knowledge obtained up to the test of the basic concepts of the media in Spain learned up to that moment will be tested.

On the other hand, the final exam will take place at the end of the course (see date in the schedule in the section on classes) and will cover from the subject matter of the partial exam to the last day of class. It will consist of a series of questions that will demonstrate knowledge of the content studied in class in a way that demonstrates the written expression skills and knowledge learned during the course.

The grading of this exam will be based on the basic criteria for evaluating an essay.^{4C}

- Critical thinking must demonstrate own thinking and not repeat learned truths without judgment.
- Communication. Must be able to convey the message or thesis of your final essay clearly, concisely, coherently, and creatively.
- Collaboration: Must demonstrate ability to have engaged in collaborative learning, either with peers or through authoritative citations from other historians, professors, bibliographic or online resources.
- Creativity. Since this is a humanities course, the student is expected to show creativity by applying different forms of written expression in the writing of the final essay.

The total percentage of this section is 35% (10% partial and 25% final).

If the professor detects cheating or plagiarism in the exam, the student will receive a grade of zero and will not have the option of any type of recovery.

The teacher reserves the right to give "surprise exams" whenever he/she deems it appropriate. These exams will always be at the beginning of the class and will be very brief (five minutes more or less). They will be valued as an additional homework grade.

● Activities

During the classes, the teacher will give a series of exercises, activities and small projects that the student will have to carry out, either during the course of the explanation or once outside the classroom. The total percentage of this section is 20%.

• Final work.

It will correspond to the creation of a magazine based on a concept of the student's choice. To do this, the student must collect information and materials in order to develop a clear structure and to collect the points previously determined and explained in the manual of the final work (delivery in class).

This section will be focused according to the following sections:

- Content 1: project dossier that will include the following sections:
 - Explanation of the name, slogan, launching supports, financing of the magazine, launching date, periodicity of the publication, breakdown of the target readership.
- Content 2: creation of front and back cover. Selection and creation of the magazine template as well as the corporate fonts and colors to be used.
- Content 3: preparation of a research article.
- Content 4: conducting an interview with a key figure.

The evaluation criteria will be defined in the presentation of the course; adjusted to the correct use of vocabulary, selection of useful and interesting information, support in extra material (images, videos, tables, excerpts from books and/or web pages), clarity in structuring the presentation and creativity in its presentation. The objective of the work done by the student will be a sample of the knowledge that a student of the program can acquire about the Spanish press.

The written work should be presented in power point or pdf format and sent to the professor's email.

Note: If the work is not submitted on the indicated date, the student will receive one point less for each day late.

The total percentage of this section is 25%.

• Oral presentation.

Presentation of the final paper in class. Each student will have 10 minutes to present the concept of his/her magazine taking into account the following points:

- The content: adapted, useful and interesting.
- The presentation: clean, tidy, aesthetically neat.
- Oral expression
- Understanding of the field of study
- Entertaining and visual material
- Posture and eye contact

The total percentage for this section is 10%.

• Plagiarism:

Research papers should state students' own ideas. The work of other writers or experts used to support students' ideas must be properly cited. Inappropriate use of someone else's text or work is considered plagiarism. Plagiarism is a violation of academic standards and may result in failure of the paper or even the subject for which the paper was written. In extreme cases it may result in expulsion from the program. Guidelines for writing the paper properly should be provided by the professor.

GRADE EVALUATION

The evaluation of this course is as follows:

PARTICIPATION	10 %
MIDTERM EXAM	10 %
FINAL EXAM	25 %
ACTIVITIES	20 %
FINAL WORK	25 %
PRESENTATION	10 %
TOTAL	100 %

ATTENDANCE

Class attendance is MANDATORY. If the student is absent for more than the allowed limit (one class absence in the summer 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.

STUDENTS WITH SPECIAL NEEDS

Students with special needs should contact Antonio Fernández: antonio.fernandezm@uah.es Instituto Franklin-UAH can accommodate these students who show through a medical note or a note from their academic advisor that require help in order to fulfill the program.

USE OF TECHNOLOGY IN CLASS

The use of technology is essential today in education, but if is used inappropriately it can be harmful for students. It is necessary that students ask for permission from the teacher in order to use any technological devices. Faculty should make clear to students in what instances technology can be used.

CLASS SHCEDULE

COURSE MATERIAL	ASSIGNMENTS
Introduction to the course	
Topic 0: Introduction to the Mass Media	Actividad: elementos de la comunicación.
Topic 1: The Press	Actividad: los titulares
Topic 2: The Magazine	
Topic 3: The Radio	Actividad: Qué es la radiofórmula
Topic 4: El Podcast	Proyecto en grupo: Creación de podcast
Midterm exam	
Topic 5: Television	Visionado capítulo "Cuéntame cómo pasó"
Topic 6: Cinema	

Spanish directors	Actividad: Tus series favoritas
Topic 6: Series and documentaries	Actividad: Cómo nos comunicamos en el mundo 2.0
Topic 7: Online communication	
Presentations Final work	
Review of the exam: doubts, questions, questions to be solved	

NOTE

The dates of the cultural activities may be subject to change. The Institutions to which the visit is programmed reserve the right to change them according to their scheduling needs or possible administrative eventualities.

BIBLIOGRAPHY

- Dominick, Joseph R.; La dinámica de la comunicación masiva, los medios en la era digital, México, McGraw Hill, 2007.
- Masterman, Len: La enseñanza de los medios de comunicación. Reino Unido, Routledge, 2001.
- Medios de comunicación, sociedad y educación. Editado por Tomás Fernández García, Agustín García. Ediciones de la Universidad de Castilla-La Mancha, Cuenca, 2001.
- Darias de las Heras, Victoriano. La música y los medios de comunicación. España, Editorial Dykinson, 2018.
- Noguera Vivo, José Manuel, Martínez Polo, del Mar Grandío Pérez, Josep María. Redes sociales para estudiantes de Comunicación: 50 ideas para comprender el escenario online. España. Editorial UOC, 2011.
- López Talavera, María del Mar. Ética en los medios de comunicación: Prensa, radio, TV y cine. España. Editorial UOC, 2016.
- Amar Rodríguez, Víctor Manuel. El cine y otras miradas: contribuciones a la educación y a la cultura. España. Comunicación Social, 2009.
- Serrano, P: Desinformación. Como los medios ocultan el mundo. Península, 2009.
- Andueza, B. y VV.AA.: Periodismo Digital y Televisivo. Madrid, España: Ed. Dykinson, 2015.

WEBGRAFÍA

- 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-comunicacionen-espana/>
- Biblioteca Virtual de Prensa Histórica: <https://prensahistorica.mcu.es/es/consulta/busqueda.do>
- Academia de cine: <https://www.academiadecine.com/>
- El Blog del Cine Español: <http://www.elblogdecineespanol.com/>

WE SPEAK ONLY IN SPANISH

In the class we will only speak in Spanish. The use of English in the class would prevent the total immersion of the student in the Spanish learning process. In addition, it is important to emphasize that in order to understand and enjoy the class we ask you to make an additional effort to adapt the terminology with the sole purpose of familiarizing yourself with the characteristic languages of the subject. For a better understanding of the class we recommend a high level of Spanish.