

**SPAN 3694**  
**Media & Culture in Contemporary Spain**  
**LBAT Madrid 2026**  
Paul Alonso

**Course description:**

This course focuses on contemporary cultural trends, artistic movements, and the role of the communications media in portraying the diverse public debates in Spain after the restoration of democracy in 1978. Students will analyse and discuss how film, popular culture, journalism, and more recent digital narratives have framed some of Spain's most prevalent social issues. The class finally addresses what are the challenges for the new media technologies in order to create better informed and engaged citizens.

Class activities will include lectures, class discussions, analysis of media contents, group projects, and oral presentations.

All multi-media course materials will be available in Canvas.

**About this course.**

**1. Flexibility and open mind.** Overseas programs demand flexibility of all of us. This syllabus may be altered at any time, according to class needs, schedule changes, event cancellations or opportunities that may arise. Please be willing to accept this as a fact of overseas study.

**2. Attendance and participation.** Unless otherwise noted, classes meet from Monday to Thursday, 12m-3pm. Missing one day of class is equivalent to missing *two weeks* of class on campus. If you are sick, notify me immediately. You will be visited or taken to the hospital, depending on the urgency. In class you will be required to participate actively in all discussions as part of your course grade. The more you participate in class, the more (and more easily) you will learn.

**3. Learning as a priority of study-abroad.** By enrolling in this academic program rather than choosing vacation travel, you acknowledge and accept *learning as your priority*. This is an intensive program with some complex material. It is recommended that you spend some time every day reviewing the material presented in class and working on the assignments. It is also highly recommended that you work in groups whenever possible.

**4. Assignments and feedback.** All assignments are to be delivered via Canvas. You are required to upload or present your assignments by the respective deadlines. Late assignments will not be accepted. You will be graded on: quality and depth of content; clarity of idea development; and language use (communication), particularly agreement of subjects and verbs, nouns and adjectives. Avoid at all cost the following: stereotypes and broad generalizations, repetition of ideas, plot summaries, surface or trivial treatment of themes. Please understand that the intensity of this program also impacts the speed at which I am able to return grades and papers. When you receive feedback, pay attention to it and use it to improve your next submission.

## **Evaluation**

Oral Presentations (2): 40%  
Writing assignment (1): 20%  
Final Research Report: 30%  
Participation: 10%

### **Participation (10%):**

Active participation in class is essential. The student is required to complete the readings before each class, watch any assigned videos or materials, do homework, and read his/her notes before the discussions. While this grade is the most subjective one of the class, students' interventions are evaluated in terms of accuracy and depth of content (40%), clarity and correction of language (40%), and respectful attitude towards the class and the instructor (20%).

### **Oral presentations in class (40%)**

Students will prepare two group oral presentations during the class. One presentation will be on assigned materials. The other will be an oral presentation based on your final research project. Specific instructions will be offered in advance and a rubric for the oral presentations will be uploaded in Canvas. The rubric considers the following aspects: Introduction (10%), Body of Content (40%), Conclusions (10%), Powerpoint (10%), Delivery (30%). Students should use PowerPoint or other similar visual aids in their presentations and generate interaction with the class. A rubric will be available in Canvas.

### **Written assignment (20%):**

Students will submit one written assignment during the class. Grades will be based on: 1) ability to follow the instructions of the assignment and use the techniques and readings explained in class (40%); 2) clear writing and use of correct academic language (40%); 3) citations of all pertinent sources and including bibliography (20%). Late assignments will not be accepted. Not submitting an assignment will result in a grade of zero.

### **Final Research Report (30%):**

As a final project, students (in groups of three) will conduct an investigation about a relevant topic related to the use of information technology and/or media in contemporary Spain. The topic needs to be approved by the professor beforehand. Students should write a report of approximately 1200 words (5 pages, double-spaced), including one bibliography page. The report will be graded based on depth of background research (30%), organization and clarity of arguments (35%), and the correct use of language (no errors of agreement) (35%).

## **Academic Honesty**

Violations of GT's policy on academic honesty include plagiarism, cheating, and unauthorized collaborations. Plagiarism is representing the work of others as your own by not attributing sources of ideas and facts, failing to indicate and cite direct quotations, or falsifying citations.

Paraphrasing or translating English material to Spanish without attribution to author is also plagiarism, whether the source be hard copy or Internet.

### **Accommodations for Students with Disabilities**

If you are a student with learning needs that require special accommodation, contact the Office of Disability Services (404-894-2563) as soon as possible to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

### **Student-Faculty Expectations Agreement**

At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. The [Student-Faculty Expectations](#) articulate some basic expectations that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class