

SPAN2027 – Cultural Icons from the Hispanic World

Category: Elective Course

Year: Second or third year of study

Medium of Instruction: Spanish

Semester: Offered in the second semester

1. COURSE DESCRIPTION

This course explores a variety of cultural icons related to the Spanish speaking world (Spain and Latin America) from the fields of art, music, architecture, historical figures, pop culture and cinema. It will introduce students to the origin, meaning and values related to some of the most common icons of the Hispanic world from a local and global perspective. It will also look at country specific cultural referents and their role in the formation of identity and language. In addition to that, the course will explore the role played by media, advertising and internet in the creation of a cultural icon in today's world. Students will be encouraged to reflect on their own culture, establish comparisons and identify and critically assess their own preconceived ideas. Reading and oral practice will be an essential part of the course.

1.1 COURSE INTENDED LEARNING OUTCOMES

By the end of this course, students will be able to:
<ul style="list-style-type: none"> Identify the most representative icons of the Hispanic world, explain their origin and their relevance in the contemporary world
<ul style="list-style-type: none"> Understand the different dimensions of the concept of <i>cultural icon</i> (daily routine, high culture, popular culture...) and its connection to marketing, branding, icon-mania, myth, stereotype
<ul style="list-style-type: none"> Apply the contents of the course in order to perform creative assignments, making an adequate use of the Hispanic cultural icons .
<ul style="list-style-type: none"> Develop intercultural ability and reflect upon the differences, similarities and connections between the Hispanic cultures and their own
<ul style="list-style-type: none"> Improve Spanish language competences (reading, writing, speaking and listening)

1.2 PRE-REQUISITES

Students wishing to be admitted to SPAN2027, must have completed SPAN2001 - Spanish II.1. Students wishing to be admitted to SPAN2027 without having previously completed SPAN2001, will be required to satisfy the Faculty Board through the Head of the School of Modern Languages and Cultures that they have attained elsewhere the required standard.

Exchange students wishing to enrol in this course should contact the Programme Director, Mrs. Rocío Blasco (roblasco@hku.hk).

1.3 ASSESSMENT

This course is graded on the basis of continuous assessment and is as follows:

- Final test 20%
- Final project 20%
- Biography assignment 15%
- Film assignment 15%
- Moodle forum 10%
- Revision quizzes 10%
- Oral presentation 5%
- Class participation 5%

2. COURSE CONTENTS

The course has 2 contact hours per week. Attendance is expected to all classes and participation will affect students' final grade.

There is no textbook for this course, all materials will be provided by the teacher in the classroom or via the Moodle platform. The course has an important component of work outside the classroom which serves as either preparation for the next class or reflection about a topic previously seen in class.

The following is a breakdown of the topics covered in the course:

COURSE TOPICS	
1	Gastronomía Española e Hispana
2	Costumbres asociadas a la gastronomía
3	Monumentos y simbolismo urbano
4	Mitología animal y tradiciones
5	Música española y latina
6	Iconos en las artes plásticas
7	Iconos de la historia
8	Personajes de ficción
9	Cultura popular contemporánea

