



## Summer Programme

# Spanish Language and Culture in Barcelona

*From July 2, 2018 to July 21, 2018*

The **University of Vic – Central University of Catalonia** offers a **three-week summer programme on Spanish Language and Culture in Barcelona**. The objective of this programme is to provide students with an understanding of the Spanish culture and acquire the basic knowledge of the Spanish language by developing basic speaking, reading, writing and listening skills so that they can communicate in this language in a simple way.

**The programme combines Spanish language sessions with cultural lessons (taught in English), which are comprised of lectures, workshops, seminars and guided visits.**

Hosted by:

# Official Programme

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## MODULE 1: CULTURE (30 hours)

### 1. Spanish culture and society

Discovering the Key issues that shape modern Spanish society.

- The land and its people.
- Values and customs
- Adapting to multiculturalism
- Spanish economy.

### 2. Spanish cinema

Providing a historical overview of the Spanish cinema

- The origin of the Spanish cinema (the silent era)
- Spanish cinema during the civil war (Bardem and Berlanga)
- Contemporary cinema. The end of censorship and the Spanish cinema for the world (García and Almodóvar among others)

### 3. Food and wine in Spain.

The relevance of the fine cuisine and beverages in the Spanish society.

- Spain as a land of master chefs: Ferran Adrià, Juan Mari Arzak, Roca brothers.
- Drinking and eating as a social act.

### 4. Architecture in Barcelona: Gothic and Modernism

Barcelona as a referent city of the European architecture.

- Gothic architecture and its historical context.
- The importance of Modernism in the construction of the new Barcelona: Gaudí, Domènech i Montaner, Puig i Cadafalch.

### 5. Sports in Spain: the case of F.C. Barcelona

Discovering the Catalan and Spanish sport system through F.C. Barcelona.

- Popular sports in Spain.
- Political issues involved in the Spanish sports context.
- Sport management and business.

### 6. Barcelona & the heritage of 1992 Olympic Games

Analysing the successful place branding strategy of Barcelona, after hosting the Olympic Games.

- The "Olympic diplomacy". Mega events, city marketing and country branding.
- Why the Barcelona Olympics were "the best ones in history".

- From the Olympic city to the soccer city. Soccer brands and new markets.

### 7. Cross-cultural communication

Effective communication. Successful understanding between people from different cultures: the Spanish communication style.

- Cross-cultural communication.
- Verbal and non-verbal communication style.
- Doing business in Spain.

### 8. Spain in the new era of Mass-communication

The structure of the Spanish media system.

- Spain as an example of a Mediterranean Media System.
- The Media market change as a result of the economic crisis.
- Opportunities, challenges and difficulties of the Spanish Media.

### 9. Spanish Art: Picasso, Dalí and Miró.

Uncovering the brilliant work of the three great geniuses of the Spanish art.

- Cubism art by Pablo Picasso.
- Surrealism art by Salvador Dalí and Joan Miró.
- The artists' personalities and their relation with Barcelona.

## MODULE 2: LANGUAGE (30 hours)

Spanish language. The course will provide the basics of the Spanish language: grammar, vocabulary and communication skills. At the end of the course you'll be able to:

- Use of familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type.
- Introduce yourself and others and ask and answer questions about personal details.
- Interact in a simple way provided the other person talks slowly and clearly.
- Read and overall understand very simple texts.
- Write a short, simple post card and fill in forms with personal details.

## Trips included

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- Camp Nou Football Club Barcelona.
- Olympic Stadium
- Gaudí Tour (Barcelona): Sagrada Família, Casa Batlló, La Pedrera, Parc Güell.
- Gothic Quarter (Barcelona).
- Picasso Museum (Barcelona).
- Dalí Museum (Figueras).
- TV3 (Catalan TV Station)



## Dates

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**Summer Programme dates:** 2 – 21 July 2018.

**Accommodation dates:** 1 – 22 July 2018.

**Application deadline:** 25 April 2018



## Contact

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**International Centre for Continuing Education**

e-mail: [studyabroad@uvic.cat](mailto:studyabroad@uvic.cat)

Tel. (+34) 938 861 222



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UNIVERSITAT DE VIC  
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DE CATALUNYA



## Tuition fees

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### PROGRAMME FEE

**Fees: 2.400€ (with breakfast)**

**What's included:** tuition, accommodation, breakfast, airport meet and greet, welcome dinner, cultural programme.

**Fees: 2.640€ (half board)**

**What's included:** tuition, accommodation, breakfast, dinner, airport meet and greet, welcome dinner, cultural programme.

### STUDENTS FROM PARTNER UNIVERSITIES

**Fees: 2.170€ (with breakfast)**

**What's included:** tuition, accommodation, breakfast, airport meet and greet, welcome dinner, cultural programme.

**Fees: 2.200€ (half board)**

**What's included:** tuition, accommodation, breakfast, dinner, airport meet and greet, welcome dinner, cultural programme.

