

Barcelona International Summer School

*Course offerings
2019 edition*

Welcome session (optional): June 27

Orientation activities/excursion (optional): June 28

Spanish language placement test (for students taking complementary language courses): June 27

Classes and exams:

- 6 ECTS/45 contact hours (4 week courses): July 1 to July 25

Classes Monday through Thursday, 3h/day

- 4 ECTS/30 contact hours (2 week courses): July 1 to July 12 and July 15 to July 26

Classes Monday through Friday, 3h/day

- 2 ECTS/15 contact hours: (1 week courses): July 1 to July 5; July 8 to July 12; July 15 to July 19; July 22 to July 26

Classes Monday through Friday, 3h/day

After War: Intervention, Peace and Resilience (NEW!)

Prof. Pol Bargués, School of Law

➤ English, 4 ECTS, 2 weeks (July 1 – July 12)

Keywords: conflict, peacebuilding, peacekeeping, governance, humanitarian intervention

#methods in action

Contrary to the initial expectations, international peacebuilding operations have had little success since the 1990s. From Bosnia or Congo to South Sudan, the UN and other international organizations have failed to bring peace and stability. In the literature, they have been criticized for applying one-size-fits-all approaches, for their little consideration of the culture and history of post-war societies and for defending the interests of a world order dominated by Western states. However, in the last five years, international organisations are currently adopting new strategies to correct the failures of the past: there are 'lessons learned', 'hybrid' and 'bottom-up' approaches, context-sensitive policies and emphasis on resilience, local ownership and self-reflexive dialogues among a variety of actors. Are we witnessing the continuation of a 25 years crisis or there is room for hope? This module investigates how peacebuilding is understood and practiced today and speculates about the future of international peacebuilding.

Barcelona on Stage: Documentary Workshop

Prof. Ricardo Íscar, School of Communication

➤ English, 6 ECTS, 4 weeks (July 1 – July 25)

Keywords: Barcelona, film making, documentary, contemporary documentaries.

#global cities #applied thinking

The goal of this course is to provide students with an introduction to documentary film making. Special attention will be given to the renewal of the Spanish and the Catalan film scene in the last 15 years. The course consists of both theoretical and practical sessions. During lecture classes the professor will present the history of Spanish and Catalan Documentary and will set the theoretical basis for the production of a Documentary.

During practical sessions, students will develop a project of a documentary where they can express their particular way of seeing the Spanish reality. Students will work in small teams to produce a 15 minute film, from the conception of the idea to the final editing, including the writing of the script and the shooting.

Big Data and Artificial Intelligence

Prof. Ricardo Baeza, Polytechnic School

➤ English, 2 ECTS, 1 week (July 8 – July 12)

Keywords: Big Data, artificial intelligence, automatic learning, social media, e-Health

#beyond disciplines #methods in action

This course is a generic introduction to the management of large volumes of data through automatic learning and its applications in different areas such as education, health, and finance. Likewise, the impact of data management in social media will be analyzed, as well as the challenges that its use poses in topics as diverse as data bias, transparency, the reliability of algorithms, loss of privacy and new ethical dilemmas that algorithms generate.

Branding Global Cities: Insights from Barcelona

Prof. Josep Fernández Cavia and Prof. Sara Vinyals, School of Communication

➤ English, 2 ECTS, 1 week (July 1 – July 5)

Keywords: brand image, place branding, destination branding, online communication, projected image.

#global cities #applied thinking

In the globalized context, cities have to compete with each other in different matters such as: to attract investment or human talent, to favor exportations, or to position themselves as tourist destinations. This reality advocates the adoption of marketing techniques to manage cities' positioning since cities are no longer only a container of all the goods that can be consumed within it: the place itself offers symbolism desired by all its audiences. This course provides an overview of the main changes that have motivated the contemporary role of cities. It is focused on the understanding of the new symbolic role of the territory and explore the difficulties to build up a coherent brand that represents the complex offer of places.

It also emphasizes on the importance of involving the different stakeholders in the process of branding the city, the challenge to control the impact of tourism activity and its effect on residents lifestyle, and the importance of the communication activity. The case of Barcelona will help students understand the content of the theoretical sessions. Combining lectures and practical sessions, students will study in-depth how Barcelona is represented as the international brand it is today.

Brexit, EU and Global World: Current Challenges in European Politics and Society

Prof. Andrea Noferini, School of Political Science

➤ English, 6 ECTS, 4 weeks (July 1 – July 25)

Keywords: EU, globalization, 2030 Agenda, Spain, society, governments, institutions

#beyond disciplines

Social inequalities, national security, climate change, the rise of nationalism and populisms are some the most serious challenges that national democracies face today in the era of globalization. How can national governments defend the interests of their citizens in an even more interconnected economic and political context? How does Globalization affect national public policies and what can national states do? The course aims at providing a critical overview on the current challenges that national democracies will have to face in the next years.

Geographically, it focuses on Europe and Spain and how political actors and central governments do play a role in the international scenario. It studies how and to what extent the European Union Member-States own independent policy autonomy to handle economic and institutional crises and to foster human development. By covering basic historical and critical tools for understanding the construction and integration processes of the European Union after World War II, the course centers on current socioeconomic scenarios at the national level and how these are affected by inequalities, poverty, unemployment and the lack of social provisions.

Being Spain a pluri-national democracy which is usually characterized as the most decentralized among the unitarian national states that compose the European Union, the course will focus on Spanish contemporary political and societal scenario as an interesting case-study. Relying upon facts, figures and current issues, the course will provide an important set of examples and real cases about what work (and does not work) regarding public policies and public administrations in Europe and Spain.

Contemporary Barcelona and its Cultural History

Prof. Stephen Jacobson, School of Humanities

➤ English, 6 ECTS, 4 weeks (July 1 – July 25)

Keywords: Barcelona, local history, urban studies, cultural studies, hispanic studies.

#global cities

This course understands the cultural history of the city as a reflection of the cultural history of contemporary Spain, from the anarchist city to the cosmopolitan capital with international outreach. Focusing on the last two centuries and from a sociological and anthropological point of view, the course will analyse the Barcelona society and its most recent political history through its conflicts and cultural influences. Interviews and on-site visits are foreseen to grasp the testimonies of relevant stakeholders. The course has an interdisciplinary approach at the intersection of urban studies, Catalan history, Hispanic studies, cultural studies, and anthropology.

Culture and Business: Spain's Top Brands

Prof. Blanca Fullana, School of Communication

➤ English, 6 ECTS, 4 weeks (July 1 – July 25)

Keywords: Spain, Spanish identity, "Spanish-ness", identities, historical and cultural processes.

#beyond disciplines

The course analyses the historical, political, business, social and anthropological elements at work in the "import" and "export" of the Spain brand and its assets, as well as in the review of Spain's main industries and businesses, leveraging the legacy and the opportunities that are at stake in recent and immediate contemporary contexts. The goal of the course is a descriptive and critical reflection on the notion of Spanish brands and their equity exploits across the globe; their distinctive traits, the diversity of mixed cultures, identities and realities the country portrays and how the communications world has shaped and can still shape the competitiveness of the potential and capabilities at hand. The course questions Spain's unique attributes; moreover it aims at debating around the symbols and the strategic brand discourses of Spanish businesses and institutions. The course is best suitable for advertising, public relations and communications students, as well as for humanities, business and economics and political sciences majors.

Derechos humanos en el siglo XXI

Prof. Santiago Ripol, Prof. Mariona Cardona, Prof. Miguel Ángel Elizalde, School of Law

➤ Spanish, 4 ECTS, 2 week (July 1 – July 12)

Keywords: Derecho internacional de los derechos humanos, derecho de la Unión Europea, derecho penal internacional, derecho de la navegación aérea, derecho constitucional de las Naciones Unidas.

#beyond disciplines

El objetivo del curso es estudiar el modo en que los sistemas de protección internacional de los derechos humanos han tenido -o pueden tener- reflejo en otros ámbitos, ya sea en la literatura y el cómic, en el cine y otros medios audiovisuales tales como los documentales y los podcasts. Para el cierre del curso está programada una visita a la sede de Cruz Roja en Barcelona, con una sesión explicativa de la tarea desarrollada por esta institución y además una entrevista a la directora del centro, con quien los estudiantes podrán debatir las cuestiones analizadas a lo largo de las clases. La asignatura tiene un enfoque práctico y pretende llevar a la práctica nuevos métodos de enseñanza del derecho aplicados a la investigación de los derechos humanos.

Desigualdades en salud: entender nuestra peor pandemia

Prof. Joan Benach, Prof. Irene Galí, Prof. Marisol Ruíz and Prof. Juan Pericas, School of Political Science

➤ Spanish, 2 ECTS, 1 weeks (July 15 – July 19)

Keywords: Salud pública, desigualdades en salud, determinantes sociales de la salud, transdisciplinariedad, condiciones de empleo.

#beyond disciplines

¿Por qué los países y las regiones de renta baja tienen una esperanza de vida muy inferior a la de los países y regiones de renta alta? ¿Por qué las mujeres, así como las clases sociales menos favorecidas tienen una peor salud que otros grupos sociales? En definitiva, ¿por qué algunas poblaciones gozan de mejor salud que otras? ¿Qué se puede hacer para mejorar esta situación? Según el enfoque biomédico hoy dominante, los principales motivos de la producción de las enfermedades y la salud están relacionados con los agentes biológicos y genéticos, los hábitos individuales perjudiciales para la salud, y las deficiencias en el acceso y uso a los servicios sanitarios. Sin embargo, el conocimiento disponible ha mostrado que existen otros motivos o factores que tienen un impacto mayor sobre la salud poblacional. A través de una perspectiva transdisciplinar, este curso examina críticamente los factores sociales y políticos relativos a varios temas fundamentales de la salud colectiva. Asimismo, se ofrece una introducción al interés y utilidad de los conceptos y métodos vinculados a sistemas complejos para abordar la salud.

Does Mind Matter? Mind, Matter and Quantum Mechanics (NEW!)

Prof. David Bernal, Polytechnic School

➤ English, 4 ECTS, 2 weeks (July 15 – July 26)

Keywords: Physics, Quantum Mechanics, Neuroscience, Consciousness, Philosophy.

#methods in action

The aim of this course is to convey to general students', in simple but accurate terms, how the realistically interpreted orthodox quantum mechanics works, with emphasis on the potential impact of this science-based understanding of ourselves on the meaningfulness of our lives, and on our bringing into being that which we positively value.

Ecosistema Google y marketing digital (NEW!)

Prof. Carlos Gonzalo, School of Economics and Business Administration

➤ Spanish, 4 ECTS, 2 weeks (July 15 – July 26)

Keywords: Google, SEO, SEM, marketing digital, web mapping, analítica web

#applied thinking

La asignatura está centrada en el buscador Google y en su plataforma de publicidad online Adwords. La asignatura tiene como objetivo entender el ecosistema digital de Google a través del estudio del funcionamiento de los buscadores (indexación de páginas y ordenación de resultados) y de la composición de las páginas de resultados del buscador. A partir de la distinción entre resultados orgánicos (SEO) y patrocinados (SEM) el curso incidirá en ambas especialidades. Durante la primera semana se tratará la optimización de resultados orgánicos (SEO) y se realizarán análisis de sitios web mediante las herramientas de auditoría de calidad web y de posicionamiento en buscadores. Esta sección se ejemplificará a través de la creación de un blog de curso donde se aplicarán las herramientas de analítica web. De forma individual los alumnos llevará a cabo el mapeado de un nicho de búsqueda identificando los sitios web más relevantes de una temática y/o sector. La segunda semana se centrará en el funcionamiento de las herramientas de analítica de Google (Google Analytics y Search Console) y de la plataforma de anuncios patrocinados Adwords. El curso se cerrará una con visión general de las tendencias presentes y futuras del marketing digital en base a los informes Hype Cycle de Gartner.

Gender, Power and Violence

Prof. Tània Verge, School of Political Science

➤ English, 4 ECTS, 2 weeks (July 1 – July 12)

Keywords: Gender power relations in the public and private spheres, gender roles and inequality, intersectionality, gender-based violence, feminism.

#applied thinking #beyond disciplines

Around the world, no place is less safe for women than their own home – almost one in three women have suffered physical and/or sexual violence by an intimate partner and one in four women have suffered psychological violence. The public sphere is neither free from gender-based violence (GBV) either, with sexual violence being a widespread global phenomenon in the workplace, in university campuses, in the streets or in the context of armed conflicts. GBV is one of the main drivers of the production and reproduction of gender inequality.

This course examines GBV from an interdisciplinary approach, including sociological, legal, political science and media perspectives. It provides a forum for students to explore contemporary issues in GBV from both a theoretical and practical standpoint (using local and international case studies) through the discussion of ongoing controversies about the causes and effects of such violence. It also analyses the policy responses addressing GBV coming from states, civil society and international actors and assesses the extent to which they are effective (or not). Given that the experiences of GBV and the interactions with institutions vary across groups, the course will pay attention to how gender intersects with race, class, and sexuality.

Imágenes de España en el cine contemporáneo

Prof. Alan Salvadó, School of Communication

➤ Spanish, 6 ECTS, 4 weeks (July 1 – July 25)

Keywords: Cine, cine español, cultura española, imaginario cultural, España.

#beyond disciplines #applied thinking

El curso ofrece una introducción al cine español desde el inicio de la democracia, en los años setenta, hasta la actualidad, con una atención particular hacia aquellos cineastas que destacan tanto por su valor artístico como por su capacidad para reflejar los rasgos más destacables de la realidad y la cultura española contemporánea. Las diferentes sesiones del curso exponen el imaginario plural del cine español más reciente, a través de la obra de autores como Pedro Almodóvar, Víctor Erice, Julio Médem, Alejandro Amenábar, José Luis Guerín, Pilar Miró, Isabel Coixet, Icíar Bollaín, Judith Colell, entre otros.

Interactive Media Art

Prof. Roc Parés, School of Communication

➤ English, 4 ECTS, 2 weeks (July 1 – July 12)

Keywords: Contemporary art, virtual reality, interactive communication, augmented reality, socially engaged art, art as research, digital arts, art as resistance, robotic art, learning by doing.

#applied thinking #beyond disciplines #methods in action

Organized and conducted as a workshop, this course focuses on the contemporary art practices known as interactive media art. Strategically situated at the intersection between the arts, humanities, science, technology and society, interactive media arts offer a privileged field from which our world can be reexamined. The interdisciplinary nature of this subject will allow students from any field to bring their own personal knowledge, skills and perspectives into discussion and class activities and, above all, into their own course project.

The expected outcome is a personal project which will be developed, prototyped, presented and evaluated within the three-week course. The process will be structured in the following six interrelated stages: education, research, experimentation, production, dissemination and reception. Evaluation will consider both the creative process and the final presentation. Assessment criteria will be adapted to each particular project, but will contemplate the formal, conceptual, contextual and relational aspects of the interactive art works produced.

Justicia global y desarrollo sostenible

Prof. Jordi Mir, School of Humanities

➤ Spanish, 4 ECTS, 2 weeks (July 15 – July 26)

Keywords: Ética, moral, justicia global, sostenibilidad, política, democracia, derecho, economía, medicina, comunicación, mercado laboral.

#global cities #beyond disciplines

En 2015 se aprobó la Agenda 2030 de las Naciones Unidas para el Desarrollo Sostenible y los 17 Objetivos de Desarrollo Sostenible (ODS) son los que guían su implementación. Las temáticas que abordan estos objetivos son muchas y diversas: la pobreza, el hambre, la paz, la salud, la educación, las desigualdades, la inclusión, la prosperidad económica, la protección del planeta, la lucha contra el cambio climático, las ciudades y los territorios, la energía, el consumo y la producción sostenibles. Este curso busca capacitar al estudiantado para pensar críticamente sobre estos acuerdos analizando las posiciones éticas y políticas que representan, y formarlo en los diferentes ámbitos que están relacionados con estos objetivos.

Law and Memory: Legal History of the 21st Century

Prof. Alfons Aragonese, School of Law

➤ English, 4 ECTS, 2 weeks (July 15 – July 26)

Keywords: legal history, transitional justice, memory studies, global history, dictatorship.

#beyond disciplines #applied thinking

As any other social system, Law has also memory: it refers, through laws, legal decisions or doctrine, to the recent past. This is especially important in the case of mass atrocities, wars and dictatorships of Europe's 20th Century. This course is aimed at analyzing the influences between Law, society and memory. It studies the legal construction of dictatorships and states of exception. It also explains how our contemporary legal systems have dealt with the past. The perspective is global and interdisciplinary.

Migration and Cinema: Representations and Politics (NEW!)

Prof. Madalina Stefan and Mihaela Vancea, School of Communication, School of Political and Social Sciences

➤ English, 4 ECTS, 2 weeks (July 1 – July 12)

Keywords: migration, exile, diaspora, cultural pluralism, accented cinema

#beyond disciplines

This course is designed to introduce students to the phenomenon of contemporary international migration through the lenses of Cultural Pluralism and Accented Cinema. The rise in global mobility, the growing complexity of migratory patterns and their impact on countries, families and communities has turned international migration into an important policy issue. On the other hand, self-representations of migrant identities in cinema (Accented Cinema) have emerged as an aesthetic response to these experiences of displacement, and may contribute to new understandings of cultural diversity and accommodation policies.

Through emerging topics such as global flows of humans and capital, borders and identities, place and displacement, individual and cultural rights, patriarchalism, discrimination and marginalization, a political science perspective on international migration will be linked to theoretical approaches concerning filmic representations of migrant identities. Examples of films made by filmmakers such as Frederick Wiseman, Marilú Mallet and Chantal Akerman will be analyzed in order to gain new insights into the phenomenon of international migration and its political accommodation.

Modern Statistical Computing in R

Prof. Albert Satorra, School of Economics and Business Administration

➤ English, 6 ECTS, 4 weeks (July 1 – July 25)

Keywords: R, statistics, methodology, statistical computing, statistical methods.

#methods in action

Over the recent years, R has become the leading software tool for statistical computing and graphics. The software is greatly enhanced by numerous contributed packages submitted by users. The majority of computing in the leading applied statistical journals is done in R, and R is used almost exclusively in some of the leading-edge applications, such as in genetics and data mining. The purpose of this course is to set a foundation for full exploitation and creative use of the statistical language for computing and graphics R. The course introduces students to the syntax and inner workings of R, to become proficient in everyday computational tasks with datasets of all kinds, skilled in applications of elementary statistical methods, with emphasis on (initial) data exploration and simple graphics. Focus is also placed on opportunities to enhance the learning experience in other statistical courses by illustrating and applying basic statistical concepts in R.

Social Innovation and Social Entrepreneurship

Prof. Jeaninne Horowitz, School of Economics and Business Administration

➤ English, 4 ECTS, 2 weeks (July 1 – July 12)

Keywords: Innovation, systems thinking, complexity science, entrepreneurship, social development.

#applied thinking #beyond disciplines

The world is faced with serious and complex social and environmental problems that require a deep understanding of the systems where they occur in order to find innovative solutions. This course introduces students to the concepts, strategies and processes of social innovation and social change. It examines the state of the world from a social economic perspective focusing on how social innovation can help solve existing and future problems. The course also explores how social entrepreneurship, with its challenges and opportunities, functions as the vehicle for social innovation. From this standpoint discussions will be raised on whether innovation and entrepreneurship require a non-deterministic mentality, in order to deal with uncertainty and complexity.

Social Marketing and Ethics in Marketing

Prof. Helena Palumbo, School of Economics and Business Administration

➤ English, 2 ECTS, 1 week (July 22 – July 26)

Keywords: Social marketing, consumer behaviour, social cognition, gender, marketing.

#applied thinking #beyond disciplines

What is social marketing and to what extent is it useful? Which role does ethics play in marketing? This learning-by-doing course aims to offer an overview of social marketing and ethics in marketing. It proposes a different perspective from traditional marketing courses taught at university level, as it

encourages students to critically analyse chosen examples of real marketing strategies and campaigns. The course studies the relationship between marketing and other topics such as social marketing, healthcare and marketing, gender, corporate social responsibility, environment or social media, among others.

Spanish Postmodernism and Beyond

Prof. Eloy Fernández-Porta, School of Humanities

➤ English, 6 ECTS, 4 weeks (July 1 – July 25)

Keywords: Spain, artistic practices, media art, net art, performance.

#beyond disciplines

This course studies current artistic practices in Spain, mainly performance, video creation, creative actions, media and net art, music, and photography and their interrelation with other aesthetic practices. The course combines a theoretical approach and the direct contact through visits to museums, galleries, theaters and others.

The Aristotelian City (NEW!)

Prof. Josep J. Moreso, School of Law

➤ English, 4 ECTS, 2 weeks (July 15 – July 26)

Keywords: Metaphysics, natural kinds, virtue epistemology, phronesis in practical reasoning, virtue ethics, republican politics

#methods in action

The year 2016 marks 2400 years since the birth of Aristotle, perhaps the greatest philosopher of all time. The course will deal with the evolution of Philosophy (mainly the analytical Philosophy) during the XX century. So far, this XXI century can be considered a travel from an anti-metaphysical account, rather Human, to a return to the Aristotelian issues. Whereas great philosophers like R. Carnap, A. J. Ayer or W. V. Quine maintained a view of philosophical analysis as a discovery of the conceptual structure underlying our uses of language, analytic philosophers, as S. Kripke or T. Williamson, or the recently deceased D. Lewis, H. Putnam or, even, J. Rawls, have now more interest in how things are than in the words or concepts. For this reason, the course is conceived as an introduction to the Aristotelian issues from the contemporary Philosophy: the causal theory of reference, the virtue epistemology, the phronesis and practical reasoning, virtue ethics and republican politics.

The Artistic Brain: Biology and Computation behind Painting and Music

Prof. Fernando Giráldez and Perfecto Herrera, School of Health and Life Sciences

➤ English, 2 ECTS, 1 week (July 8 – July 12)

Keywords: Neurosciences, computation, art, music, painting, creativity, aesthetics.

#applied thinking #beyond disciplines

Science and art are rooted in our perception of the world. The course is aimed at exploring the biology of perception and its implications on how we experience works of art. It is a discussion on beauty and the brain, a discussion on the history of breakthroughs in painting and on the nature of the irresistible attraction of music for humans.

The course starts with a general overview of how our senses build up a representation of the world, with particular reference to the visual and auditory systems. We shall discuss the biology underlying great painters' achievement of the conquest of space and movement on a canvas. Then we do a parallel exercise with music, looking at the biological and evolutionary roots

Thinking Time and Photography: a Theoretical and Practical Approach

Prof. Pol Capdevila, School of Humanities and Prof. Lourdes Delgado, photographer

➤ English, 4 ECTS, 2 weeks (July 1 – July 12)

Keywords: Contemporary art, image theory, aesthetic and art theory, history of photography, visual studies, psychology of social social recognition through images, contemporary artistic photography.

#applied thinking #beyond disciplines #methods in action

A photographic image is usually understood as the capture of an instant, the very instant when a picture is made. Nevertheless, photography can represent many other temporal aspects of reality. This course has three intertwined goals. Firstly, it will present different models of time described in Philosophy and Art History disciplines. In order to learn to identify different representations of time in images, we will describe the cosmological, psychological and social models of time.

We will see concepts such as the instant, the movement, the narratives, the biography, the urban memory, the ecstasy and the speed. Secondly, we will learn photographic techniques that express those temporary aspects through fine art photography works and the students own practice. Finally, the third goal will be to develop four mini-projects to bring into practice some of the time concepts analyzed in class.

TIME: The Progress of Existence Viewed From Science, Technology and the Arts

Prof. Jordi García Ojalvo, School of Health and Life Science

➤ English, 2 ECTS, 1 week (July 15 – July 19)

Keywords: Genetic circuits, population dynamics, differential equations, computational biology, non linear dynamical systems, synthetic biology.

#beyond disciplines #methods in action

The goal of this course is to introduce biology students to the mathematical modeling of living processes from a systems perspective. According to this perspective, biological processes emerge from the interaction between different elements, be them genes and proteins in the case of cellular processes; cells in the case of tissues; organs in the case of organisms and organisms in the case of ecosystems. We will learn how to represent these interactions mathematically, how to simulate them in a computer, and how to generate predictions that can be compared with reality.

Understanding the Biology of Humans (NEW!)

Prof. David Comas and Prof. Jaume Bertranpetit, School of Health and Life Sciences

➤ English, 4 ECTS, 2 weeks (July 1 – July 12)

Keywords: Biodiversity, primates, evolution, genetics, human diversity, human populations

#beyond disciplines

The course aims at providing basic knowledge to understand the big issues that current biology has generated in society. These debates transcend the strict scientific field and require basic awareness and serious discussion platforms. The course aims to interest students in the Humanities, Law, Economy and, generally speaking, to any Student with a humanistic aspect who is interested in the biologic side the human being in a social context.

Venus on the Screen: Psychosocial Effects of Advertising Discourse (NEW!)

Prof. Monika Jiménez and Prof. Mitzzy Arziniaga, School of Communication

➤ English, 2 ECTS, 1 week (July 8 – July 12)

Keywords: Advertising, psychosocial effects, specific publics and consumers
#beyond disciplines

The main aim of this course is to delve into the processes of influence of advertising messages and the effects that the commercial discourse produce in society. In this sense, the main focus will be on the analysis and understanding of the impact that advertising has in specific audiences. In order to do so, elements such as memory, persuasion and attitudes towards audiovisual advertisements will be analyzed. The course explores different target audiences and the strategies of the advertising discourse. Theoretical sessions will be combined with practical ones, aimed at analyzing and creating publicity campaigns departing from the reflection and criticism of the topics discussed in class.

Workshop: Transmedia Narrative Design

Prof. Carlos Scolari, School of Communication

➤ English, 2 ECTS, 1 week (July 22 – July 26)

Keywords: Transmedia narratives, ecology of communication, semiotics, narrative theories, narrative design.

#applied thinking #beyond disciplines

This workshop course introduces participants in the world of transmedia narratives. After a general introduction of the distinctive features of this kind of stories, the workshop presents a series of examples of transmedia storytelling experiences (fiction and non-fiction) to understand the logic behind this narrative strategy. During the workshop the participants will develop a transmedia narrative project working in groups of no more than three students. The project may be oriented to fiction or non-fiction narratives. The story to be expanded may be of own creation or it may be worked from an existing story (novel, videogame, film, comic, etc.). Each project should also include a strategy for encouraging and managing user-generated contents. The final objective of the workshop is to make participants "think in transmedia" and apply the basic principles of this narrative strategy.

Courses	Registration fee*	Tuition Fee
1 course (1 week, 2 ECTS)	150€	550€
1 course (2 weeks, 4 ECTS)		750€
1 course (4 weeks, 6 ECTS)		900€
2 courses (any combination)		1.450€
3 courses (any combination)		1.750€

*A non refundable registration fee of **150€** will be charged to students who apply to the BISS individually. These registration fee will be waived to students applying through UPF International partner institutions.



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