

FALL 2026

2ND SPANISH TEACHER TRAINING WORKSHOPS ON THE WEST COAST



Creativity in (Interaction): Advertising in the Spanish as a Foreign Language Classroom

What we will explore together?

This workshop explores the intersection of creativity, interaction, and advertising in teaching Spanish as a foreign language. We will analyze mechanisms to effectively leverage the educational potential of advertising texts to develop linguistic and intercultural skills. The goal is to provide simple, easily applicable tools and strategies for the classroom that foster student engagement, critical thinking, and a meaningful exploration of materials. Using this practical approach, we will share activities integrating analysis, comprehension, and creation, all adaptable to different levels and contexts. Ultimately, advertising is presented as a motivating resource to connect the classroom with real-world communication and promote creativity in (inter)action aimed at meaningful learning.

Who will lead this workshop?

Raúl Urbina Fonturbel holds a PhD in Philology from the Autonomous University of Madrid (Spain) and a Master's degree in Teaching Spanish as a Foreign Language. He is a lecturer in Spanish Language at the Department of Philology at the University of Burgos (Spain), where he teaches in the Master's program in Teaching Spanish as a Foreign





Language, which he has also coordinated. He has also served as Director of the International Spanish Centre at the University of Burgos. He is the communication officer of Asociación para la Enseñanza del Español como Lengua Extranjera (ASELE) Grupo de investigación y formación en español como lengua extranjera (INFOELE). He has conducted research stays at the University of Buenos Aires and the University of Oxford, and has participated as a speaker in conferences and training activities across Europe, the Americas, and Asia. His research and knowledge transfer activities focus on the pragmatic, argumentative, intercultural, and multimodal analysis of discourse, with a particular emphasis on advertising discourse.

Where and when?

- Where: Online
- When: Saturday, December 19, from 9 AM to 11 AM
- Price: Free
- Certificate \$10
- Enrollment: cursos.losangeles@cervantes.org
- Enrollment deadline: Monday, December 14