



Spain
PR Country Landscape 2013

Global Alliance for Public Relations and Communication Management

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Date of Completion: November 2013

Overview

Public relations (PR) is an up and coming profession in the country of Spain. The number of people entering this field is growing but there remains a struggle to accurately recognize this profession's true identity in the country. While PR is not fully understood as a professional communications discipline, those practitioners who understand and value public relations as a management function have been pushing for greater acceptance of PR in the business world.

The term "public relations" appeared in Spain in the 1950's. It wasn't immediately used by professionals during that time but was slowly being introduced to more business strategies. The Sociedad Española de Relaciones Publicas (SAE de RP) was founded in 1960 as the first Spanish PR firm/agency with a full-time commitment to providing public relations services. Spaniards originally view public relations a poorly structured activities in the areas of personal relations and event organization. Due to the increasing number of advertising and public relations college graduates the profession is changing that early biased and simplistic reputation.

In Spain there are PR agencies and firms as well as internal PR units in the country's corporations and large government and/or nonprofit (NGO) organizations. The larger, more established PR and communication agencies are located in Spain's largest cities, Madrid and Barcelona. The PR professionals found at these agencies are university trained and execute a variety of communication activities for top Spanish companies. PR agencies are very rare in medium to small-sized cities. Most corporations who choose to not spend money on agency help have their own communications department to carry out PR functions. Spanish companies typically avoid using "public relations" in their titles and instead use "communications" and "media relations" instead.

Current Public Relations Status

Professional Associations

Association de Directivos de Comunicacion (Dircom)

www.dircom.org

Location: Madrid, Spain (with delegations all around the country)

DIRCOM is a professional public relations and communication association that is part of the Global Alliance for Public Relations and Communication Management. Dircom is a professional association encompassing over 800 communication managers from the most important Spanish companies and institutions, as well as the top managers of communication consultancies. Its vision is to enhance the role played by communication and its managers within companies, so that they gain acknowledgement as a department and a manager that are crucial to the organization's activities development.

Dircom members have access to a number of exclusive benefits and services. The association provides activities for its members such as professional networking breakfasts, speakers and conferences. Below is

the English translation of the benefits offered to Dircom members which can be found in Spanish on the Dircom website (www.dircom.org).

Dircom membership provides the following services to its members:

- Dircom Bulletin weekly (on-line): in addition to the weekly agenda information which includes all the activities of the Association you can find the abstracts of the latest events and activities, news of interest, appointments, editorial news, and stock market professionals, all with links to our web site, that extend the information.
- Dircom Today: is the summary that the Association prepared in each of the activities organized or it has the opportunity to attend; it is the synthesis of the most important information, which the partners receive immediately after the conclusion of each event. Access to the restricted part of <http://www.dircom.org> website is exclusively for Dircom partners..
- Synergies (S2S) partner to partner/service to partner: commercial platform, through which members are offered the associated services and tools of communication, of interest for the development of their professional activity. Information is contributed mostly by partners who want to involve all the members of Dircom in your conferences, meetings or web pages and for the breakfasts with CEDE.
- Dircom Club: offers exclusive benefits, discounts on services related or unrelated to the communication (purchase of books, courses, and conferences of other entities, medical services...).
- Dircom card: this exclusive card, personal and non-transferable, is for members only. It identifies you as a member of Dircom, aiming at fostering membership pride, and it allows further benefits and exclusive discounts.
- The Corner of the association: in this section are the association's reports to the rest of the members on all the events and acts it wants to communicate.
- Events: Dircom organizes an array of activities, more than 100 per year, both in Madrid and in each territorial branch.
- Dircom Social Network: to ease networking among our members, Dircom provides an internal social network platform.

Dircom publications and training offerings include:

- Editorial and Research Communication Yearbook: a unique piece of work in the world of communication, free for the partners. It consists of two volumes: the first volume is an analysis with the articles and reports from the most prestigious members/firms on the topical issues of the year, with interesting graphics of the most salient data from different sectors of the communication industry. Communication Studies and Research: the association conducts interesting studies and analysis on the state and the evolution of communication and their professionals, and all those areas of interest in communicating to their partner professional colleagues.
- Communication Training Workshops: training seminars with topics of interest to media professionals. This whole series of exclusive services you can access once you are a member of Dircom.
- Library and Documentation: the association has partnership agreements with publishers to achieve free copies for its library, which are available to all partners/members for their searches for information and documentation on issues of communication, marketing, human resources and

everything related to their daily work. In addition to this service, there are background searches for specific documentation and advice on issues of communication. Dircom has an update in this service: The Association of Communication Directors has given its collection of corporate communications titles held in its 20-year history to the IE Business School Library. In return, Dircom partners can have, not only the collection of the Association, but all the titles in the library of the business school as well. Dircom is still working on the development of this partnership.

The Association of Consulting Companies in Public Relations and Communication (ADECEC)

<http://www.adecec.com/>

Location: ADECEC is a professional public relations association, founded in 1991, whose members are organizations. The association provides professional development opportunities for its member organizations and their PR staffs by offering workshops and job banks; the organization also sets industry standards for the ethical practice of PR that its members agree to follow. The companies forming ADECEC, employing more than 1,000 consultants with fees exceeding 100 million euros, implement Public Relations and Communication programs in Spain and abroad. Members include 32 of the largest national and multinational public relations firms that represent 65 percent of the consultancy billings in Spain. Some of the best known of these firms are Burson-Marsteller, Hill & Knowlton, and Grupo Comunicación Empresarial.

ADECEC also benefits PR students in Spain by offering membership opportunities to students who can benefit from its job bank after graduation.

Major Public Relations Firms

Burson-Marsteller Spain

<http://burson-marsteller.es/>

Bassat Ogilvy Comunicación

<http://www.ogilvypr.com/en/country/spain>

Edelman Spain

<http://www.edelmanspain.es/>

Mccann Worldgroup España

<http://mccann.com/>

Ketchum

<http://www.ketchum.com/>

Llorente & Cuenca

<http://www.llorenteycuenca.com/>

Weber Shandwick Ibérica

<http://www.webershandwick.com/>

Tinkle

<http://www.tinkle.es/>

Hill & Knowlton Strategies

<http://www.hkstrategies.com/>

Kreab Gabin Anderson

<http://www.kreabgavinanderson.com/>

Dédalo Comunicación

<http://www.dedalocomunicacion.com/home>

Educational and professional training of public relations practitioners in Spain

Professional public relations education continues to grow in Spain. According to Jordi Xifra in his article *Undergraduate public relations education in Spain: Endangered species?*, PR classes were first taught at universities in 1974. Originally PR was incorporated into advertising classes and programs. It wasn't until 1992, when the Ministry of Education and Science authorized a Degree in Advertising and Public Relations, that students could major in this field.

While PR courses are taught at numerous universities in Spain (an estimated 32), there are critics who argue that PR classes and programs are not satisfactory and the educational system should work to restructure their curricula in this field. Often universities include an equal number of PR and advertising courses because government regulations require specialized training in both of these areas of business

communication for the degree. Some PR practitioners suggest that Spanish universities should work to separate the advertising and public relations degree program into separate advertising and PR degrees to better educate students in both of these specific fields.

The highest level of public relations education is the official degree, Advertising and Public Relations. There continues to be an increase in the number of PR courses due to increasing demand over the years. Some private universities offer a bachelor's degree in communications. Dircom and IE Business School create an Executive Education 11 years ago. IE University's Business School program provides a solid grounding and foundation in the practice of Communication and the option to focus in one of 3 major areas: Journalism, Corporate Communication and Visual Communication.

Spain's public universities with programs in the communication field that include public relations courses are:



Universitat d Alacant

<http://www.ua.es>



Universidad de Alcalá

<http://www.uah.es>



Universitat Autònoma de Barcelona

<http://www.uab.es>



Universitat de Barcelona

<http://www.ub.edu/>



Universidad de Burgos

<http://www.ubu.es>



Universidad de Cádiz

<http://www.uca.es>



Universidad Carlos III de Madrid

<http://www.uc3m.es>



Universidad Complutense de Madrid

<http://www.ucm.es>



Universidade da Coruña

<http://www.udc.es>



Universidad de Extremadura

<http://www.unex.es>



Universidad Internacional de Andalucía

Universidad de Huelva

<http://www.unia.es>



Universitat de les Illes Balears

Centro de Enseñanza

Superior Alberta Giménez

<http://www.uib.es>



Universidad de Granada

<http://www.ugr.es/>



Universidad de La Laguna

<http://www.ull.es>



Universitat Jaume I
<http://ujiapps.uji.es>



Universidad de Málaga
<http://www.uma.es>



Universidad de Murcia
<http://www.um.es>



Universitat Politècnica de València
<http://www.upv.es>



Universidad Rey Juan Carlos
<http://www.urjc.es>



Universidad de Salamanca
<http://www.usal.es>



Universidad de Sevilla
<http://www.us.es>



Universidad de Valladolid
<http://www.uva.es>



Universidad de Zaragoza
<http://www.unizar.es>



Universidad de León
<http://www.unileon.es>



Universitat Miguel Hernández
 De Elche
<http://www.umh.es>



Euskal Herriko Unibertsitatea
<http://www.ehu.es>



Universitat Pompeu Fabra
<http://www.upf.edu>



Universitat Rovira i Virgili
<http://www.urv.cat/>



Universidade de Santiago
 de Compostela
<https://www.usc.es>



Universitat de València
<http://www.uv.es>



Universidade de Vigo
<http://www.uvigo.es>

Private universities are:



Universitat Abat Oliba CEU

<http://www.uaoceu.es>

Universidad Camilo José Cela

<http://www.ucjc.edu>

Universidad Católica San Antonio de Murcia

<http://www.ucam.edu>

Universidad de Deusto

<http://www.deusto.es>

Universidad Europea Miguel de Cervantes

<http://www.uemc.es>

I.E University

<http://www.ie.edu>

Universidad Internacional de La Rioja

<http://www.unir.net>

Universidad de Navarra

<http://www.unav.edu>

Universidad Pontificia de Salamanca

<http://www.upsa.es>

Universidad San Jorge

<http://www.usj.es>

Universidad Antonio de Nebrija

<http://www.nebrija.com>

Universidad CEU Cardenal Herrera

<http://www.uchceu.es>

Universidad CEU San Pablo

<http://www.uspceu.com>

Universidad Europea de Madrid

<http://madrid.universidadeuropea.es/>

Universidad Francisco de Vitoria

<http://www.ufv.es>

Universitat Internacional de Catalunya

<http://www.uic.es>

Mondragon Unibersitatea

<http://www.mondragon.edu>

Universitat Oberta de Catalunya

<http://www.uoc.edu>

Universitat Ramon Llull

<http://www.url.es>

Universidad a Distancia de Madrid

(UDIMA)

<http://www.udima.es>



Universitat de Vic

<http://www.uvic.es>

Media Landscape

The state of media in Spain is very similar to that of most highly developed countries in the world. Media in Spain enjoy many of the same protections (and restrictions) as American media, such as freedom of speech and press, freedom of enterprise and with government barriers relating to protection of privacy. Spanish media also are following the worldwide trend of transitioning towards more digital presentation of their content, which in turn leads Spaniards to discuss whether there is a need for a new law that addresses digital media. Most media in Spain are privately owned but two of six television stations are state owned as is Radio Nacional de Espana with its six channels.

Sources about Spanish Media

SPANISH Media Overview Slide Presentation – Juan Luis Manfredi, Ph.D.

<http://www.slideshare.net/guestfa875a/news-media-and-power-in-spain>

Newspaper, Television and Radio in Spain

<http://www.whatspain.com/spain-media.html>

Spain – U.S. Department of State

<http://www.state.gov/r/pa/ei/bgn/2878.htm>

Major Media in Spain

Newspapers

- *El País* – Spain's most popular newspaper

- *El Mundo* – Spain's second largest newspaper
- *La Razón* – Spain's third largest newspaper
- *ABC* – Spain's fourth largest newspaper, strong conservative affiliation

They represent a spectrum of political leanings from liberal to conservative.

Free Newspapers and Tabloids

- *20 Minutos*: The newspaper 20 minutes is the most read free newspaper in Spain (<http://www.20minutos.es>)

Radio

- *Cadena SER* – The most popular Spanish radio station. A national station that reports on news, sports, talk shows and culture.
- *Radio Nacional de España* – This station consists of eight separate radio channels:
 - 1) General programs, music, news, etc.
 - 2) Classical music
 - 3) Music and culture
 - 4) Autonomous station with programming in the Catalán language
 - 5) 24-hour news
 - 6) Radio exterior de España, a global station like BBC and Radio Vaticano
 - 7) Cope
 - 8) Onda Cero

Television

Until about 20 years ago, there were only two standard television stations in Spain, TVE-1 (*La Primera*) and TVE-2 (*La Dos*). Both of these stations were state-owned. Since then, four privately owned companies also have created stations:

- *Antena 3*
- *La Cuatro*
- *Telecinco*
- *La Sexta*

Antena 3 and La Sexta are part of Atresmedia and Cuatro and Telecinco of Mediaset.

Economy

Spain has a very complex and diverse economy. Its gross domestic product (GDP) in 2011 was the seventh largest in the Organization for Economic Cooperation and Development (OECD) at \$1.487 trillion (€1.068 trillion). Spain is rich in many natural resources, including lignite, coal, iron ore, mercury, uranium, pyrites, gypsum, fluor spar, zinc, lead, copper, tungsten, hydroelectric power and kaolin. The country also maintains a strong agriculture and fishery market, producing grains, citrus and deciduous fruits, vegetables, wine, olives and olive oil, livestock and poultry, sunflowers, seafood, and dairy products. Spain exported \$293.8 billion (€211.1 billion) of goods in 2011. Spain ranked 14th in the list of countries that attract more direct investment from the rest of the world and fourth in the EU, according to the World Investment Report 2013.

When Spain entered the European Community—now European Union (EU)—in January 1986, the country was required to make many changes to its economy, industry and infrastructure to conform to EU policy.

These changes brought massive growth to the country's economy over the next 20 years. In 2007 the country's unemployment rate reached an all-time low point of 8 percent, compared to the 23 percent unemployment before the country's entry into the EU. When Spain switched to the euro in 2002 there were significant reductions in interest rates, which ignited a housing boom. Spanish firms also began investing in the United States because of a strong euro. Many Spanish firms have invested substantially in U.S. banking, insurance, wind and solar power, biofuels, road construction, food and other sectors. When the housing boom came to an abrupt end in 2007 as an international financial crisis set in. This crisis led to one of the worst recessions in the history of the country. Most industries declined, the housing market being one of the worst, and by the end of 2011 the unemployment rate reached almost 23 percent.

Government

Spain is a constitutional monarchy. Juan Carlos I was proclaimed King on 22 November 1975 and throughout his reign has received numerous international prizes in recognition of his pro-European stance and his role in the re-establishment of democracy in Spain.

Spain's executive branch consists of a president of government who is nominated by the monarch and must be approved by an elected Congress of Deputies. The legislative branch consists of bicameral Cortes, including a 350-seat Congress of Deputies and a Senate. These representatives are elected by the d'Hondt system of proportional representation. A total of 208 senators serve the country. Four senators are elected in each of 47 peninsular provinces, 16 are elected from the three island provinces, and Ceuta and Melilla both elect two. The parliaments of the 17 autonomous regions also elect one senator each as well as one additional senator for every 1 million people in their region (about 20 senators). The judicial branch consists of a Constitutional Tribunal, which has jurisdiction over constitutional matters. A Supreme Tribunal handles the court system comprised of territorial, provincial, regional, and municipal courts.

There are 47 peninsular and three island provinces; two enclaves on the Mediterranean coast of Morocco (Ceuta and Melilla, and three island regions along that coast: Alhucemas, Penon de Velez de la Gomera and the Chafarinas Islands.

There are three major political parties in Spain: the Spanish Socialist Workers Party (PSOE), Popular Party (PP), and the United Left (IU) coalition. The Convergence and Union (CIU) in Catalonia and the Basque Nationalist Party (PNV) in the Basque country also are key parties in certain regions of the country.

Major Central Government Websites

Presidency and Apparent Government Central Portal

<http://www.lamoncloa.gob.es/home.htm>

Website for the Spanish delegation to the OECD

<http://www.mae.es/Representaciones/OCDE/es/home>

Ministry of Education and Culture (www.mec.es/)

Ministry of the Interior (www.mir.es/)

Ministry of Justice (<http://www.mjusticia.gob.es/cs/Satellite/en/1200666550194/DetalleInicio.html>)

Ministry of Foreign Affairs and Cooperation

(<http://www.exteriores.gob.es/Portal/en/Paginas/inicio.aspx>)

Ministry of Defence

(http://www.defensa.gob.es/en/index.html?__locale=en)

Ministry of the Treasury and Public Administration Services
(<http://www.minhap.gob.es/en-GB/Paginas/Home.aspx>)

Ministry of Home Affairs
(<http://www.interior.gob.es/>)

Ministry of Public Works
(http://www.fomento.gob.es/mfom/lang_castellano/)

Ministry of Education, Culture and Sport
(<http://www.mecd.gob.es/portada-mecd/en/>)

Ministry of Employment and Social Security
(<http://www.empleo.gob.es/en/index.htm>)

Ministry of Industry, Energy and Tourism
(<http://www.minetur.gob.es/en-US/Paginas/index.aspx>)

Ministry of Agriculture, Food and Environmental Affairs
(<http://www.magrama.gob.es/en/>)

Ministry of Economic Affairs and Competitiveness
(http://www.mineco.gob.es/portal/site/mineco/?lang_choosen=en)

Ministry of Health, Social Services and Equality
(<http://www.msssi.gob.es/en/home.htm>)

Royal Statistical Commission of Spain
www.ine.es/

Member Country of European Union
(http://europa.eu/abouteu/countries/member-countries/spain/index_en.htm)

Country Background

Capital city: Madrid (3.3 million)

Other major cities by population: Barcelona (1.6 million), Valencia (809,267), Seville (704,198), Malaga (568,507), Zaragoza 675,121), Bilbao (353,187).

Total area 504,750 sq. km. (194,884 sq. mi.), including the Balearic and Canary Islands

Population: (National Institute of Statistics (INE), January 1, 2011): 47,190,493.

Urbanization:

urban population: 77 percent of total population (2010)

rate of urbanization: 1 percent annual rate of change (2010-15 est.)

Sex Ratio:

at birth: 1.06 male(s) to 1 female

under 15 years: 1.06 male(s)/ to 1 female

15-64 years: 1.03 male(s) to 1 female

65 years and over: 0.74 male(s) to 1 female

total population: 0.97 male(s) to 1 female

Regions: Different regions within Spain include the Basques, Catalans, and Galicians. The Castilian region includes 74 percent of the country's population. Catalan represents 17 percent, Galicians 7 percent, and Basques 2 percent. They form the Autonomous' State.

Religions: Predominantly Roman Catholic; Protestant and Islamic faiths also have a significant presence. Roman Catholic 94 percent, other 6 percent

Languages: Spanish language is spoken by more than 400 million people all over the world. Spanish is the country's official language and is spoken all over the Spanish territory. However, Spain has an important linguistic variety and other languages are also spoken in certain areas: Catalan, in Catalonia; Galician, in Galicia; Euskera/Basque, in the Basque Country; Valencian, in the Region of

Valencia, and a particular variety of Catalan, spoken in the Balearic Islands. Catalan-Valencian is used by 17 percent of the country's population, Galician by 7 percent, and Basque by 2 percent.

Literacy:

Literacy (INE, third quarter 2008)–97.6 percent of those age 15 and older

Total population: 97.9 percent

Male: 98.7 percent

Female: 97.2 percent

Education: Education is compulsory to age 16. About 70 percent of Spain's student population attends public schools or universities. The remainder attends private schools or universities, the great majority of which are operated by the Catholic Church. Compulsory education begins with primary school or general basic education for ages 6-14. It is free in public schools and in many private schools, most of which receive government subsidies. Following graduation, students attend the equivalent of grades 9-12, either a secondary school offering a general high school diploma or a school of professional education offering a vocational training program. The Spanish university system offers degree and post-graduate programs in all fields—law, sciences, humanities, and medicine—and the superior technical schools offer programs in engineering and architecture.

Telecommunications:

Landline telephone in use: 19.904 million

Mobile cellular telephone in use: 51.493 million

Internet users: 28.119 million

www.cia.gov

Access: (transportation) Spain has 154 airports, 97 paved and 57 unpaved. The country also has nine heliports. There are a total of 15,293 km of railways and 681,298 km of roadways (paved).

Waterways account for 1,000 km.

Ports & Terminals: The main ports and terminals in Spain are located at Algeciras, Barcelona, Bilbao, Cartagena, Huelva, Tarragona, Valencia (Spain) and at Las Palmas, Santa Cruz de Tenerife (Canary Islands)

<https://www.cia.gov/library/publications/the-worldfactbook/geos/sp.html>

Major Holidays

- January 1 New Year's Day
- January 6 Epiphany
- Week Before Easter Semana Santa - the later in the week you get, the more likely things will be closed with Thursday, Friday and Sunday the most affected. Easter Monday is not a public holiday except in Catalonia and Valencia.
- May 1 Workers' Day
- August 15 Assumption of the Virgin
- October 12 National Day
- November 1 All Saints' Day
- December 6 Constitution Day
- December 8 Immaculate Conception
- December 24 Christmas Eve (Night)
- December 25 Christmas Day
- December 31 New Year's Eve

Christmas Eve (Night) is far more important than Christmas Day in Spain. Shops may close early on Christmas Eve, though most will be open in the morning. Read more about Christmas in Spain.

<http://www.gospain.about.com/>

National Anthem: *La Marcha Real* ("The Royal March") is the national anthem of Spain. Although the *Marcha Real* has no lyrics, words have been written and used for it in the past. One version was used during Alfonso XIII's reign and another during General Franco's dictatorship; however, none of them was ever made official. The national anthem has been played without words since 1978, when the lyrics that had been approved by General Francisco Franco were abandoned.

The Royal March was adopted by the Nationalist side during the Spanish Civil War in 1937.

<http://www.state.gov/spain>

Culture

Spain, like many other eastern European nations, has a very rich culture. Spanish culture is characterized as being colorful and vibrant. The country's history has shaped its culture to be one of strong values and traditions, unique festivals, distinctive cuisine, inventive art and architecture, and distinguishing daily life and culture.

Traditions

Spain has some very popular cultural traditions. Bull fighting is one of their oldest traditions and remains in popular demand today. Bull fighting traces back to the 711 A.D. and grew from a sport for the aristocracy to sport adopted by commoners. In bull fighting the matador contender dresses in decorative attire and, unarmed, dodges the bull in a ring. People continue to flock to their local bullrings each week to watch the fights take place. Bull running is another popular tradition in Spain. Every year in Pamplona a famous Bull Running Festival takes place over seven days in July. Runners, usually young men, gather at the bottom of Santo Domingo in Pamplona and race to the bull ring chased by bulls, hoping to avoid being gored. People from all over the world journey to see this famous bull running spectacle.

Flamenco is another well-known Spanish folk art tradition that is 200 years old. In 2010, Flamenco was included in the Representative List of Intangible World Cultural Heritage of Humanity by Unesco. The Flamenco is a festive dance that originated from gypsy people in southern Spain. It is characterized by complex patterns, sophisticated footwork and passionate lyrics. It consists of three forms: cante (the song), baile (the dance), and guitarra (guitar playing). There are also two types of flamenco: "chico" which is the happy version and "jondo" which is a more serious dance. The flamenco dance is a popular tradition essential to the culture of Spain. Flamenco expresses a great variety of emotions, ranging from sadness to happiness. The technique is complex and interpretation is different, depending on the artist. The birthplace of flamenco is the region of Andalusia in southern Spain, but it also is helpful in other regions such as Murcia and Extremadura.

Festivals

Spanish culture is full of traditional festivals year round. The Spaniards enjoy celebrating with their family and friends in spirited ways at these festive parties. Spanish popular festivities and traditions often have a clearly religious origin.. Carnival is a huge festival that takes place all over Spain in late February/early March, just before the 40 days of lent. Santa Cruz de Tenerife is one of the towns best known for this festival the best, having street parties filled with a chaotic craze of costumes, music and food. Semana Santa is Spain's Holy Week festival early in the spring. This festival is characterized by floats of Christ and the Virgin Mary, art, music, and religious dramas. Valencia Las Fallas is a festival that takes place in Valencia March 15-19. It consists of fiery artworks prepared by artists as well as blazing towers in the city, rockets, firecrackers, daily bull fights and nightly fireworks. Las Hogueras de San Juan is another popular festival of superstition and legends that takes place June 20-24. It is known for its beach bonfires and fireworks. La Tomatina is an offbeat festival that takes place in Valencia beginning at 11am on the last Wednesday of August. The town is literally painted red during an all-out tomato war among its citizens. Lastly, other famous festivals are the Sanfermines bull-running festival in Pamplona, Sant Jordi and La Mercé in Barcelona, the festivity of the Reconquest in Granada, the April Fair in Seville and San Isidro and the Verbena de La Paloma in Madrid. <http://www.whatspain.com/festivalspain.html>

Sports

Spain is a world power in sports. Spaniards are extremely passionate about sports, especially their national sport football (soccer to residents of the U.S.). Football is an important part of the country's culture

and every town has its own football pitch and team. Spanish children start to play football almost as soon as they begin to walk. The Spanish football league is one of the most successful in Europe. Spanish teams also enjoy success in other European football competitions. The Spanish Football league is made up of three divisions. Division 1 and Division 2a are national teams, Division 2b is regional and Division 3 is made up of local teams. Real Madrid and FC Barcelona are the most popular Spanish football teams and have a huge international following. Spain also has a strong following for skiing, sailing, cycling and golfing sport following. Basketball in Spain has been increasing in popularity in recent years. Nowadays, the Spanish team is the second best in the world according to the rankings created by FIBA. Only the U.S. team ranks higher than Spain. Spain leads Europe in the number of champions and winners of Olympic silver medals..

Art and architecture

Spain is a country rich in art and architecture. Different and distinct architectural styles are found from region to region. There is a strong mix of Christian and Moorish design as well as Mozarabic, Mudéjar and Romanesque mostly found in the country's cathedrals and churches. Gothic and Renaissance architecture is prevalent in the Burgos, Leon, Seville and Granada regions. Twentieth century modernism and art deco can be seen in Barcelona. In recent years there has been an exploration of contemporary architecture in some cities in Spain.

Spain has a very extensive network of libraries and museums throughout the Spanish territory. The most important library is the National Library in Madrid, inaugurated in 1712. Other libraries of great importance are the library of the Complutense University, the library of the Royal Monastery of San Lorenzo del Escorial and the Archivo de Indias. This also applies to the museums. In Spain there are over 1,400 museums and graphic museum collections. The most famous museum of all is the Museo del Prado, although there are many more like Reina Sofía or Thyssen Bornemisza.

Art can be found everywhere in Spain. Paintings and sculpture decorate the country's cities. In the earlier days religious themes were prominent in the country's medieval and Renaissance art, heavily influenced by Italian and European art. In the 16th and 17th centuries El Greco and Diego Velázquez represented the height of Spanish painting; Francisco Goya led an art revolution in the 18th century. Pablo Picasso and Juan Gris introduced the country to cubism in the 20th century while Salvador Dalí and Juan Miró explored surrealism. The country has a diverse collection of museums of both architecture and art.

Cuisine

Spain's traditional cuisine is identified with fresh ingredients, mild flavors and hearty family inspired dishes. Seafood is plentiful in the country since 80 percent of Spain is surrounded by water. The country's main food dishes are Mediterranean but the interior of Spain is known for its countryside cuisine. The main ingredients used in Spanish cooking are olive oil, cereals, fruits, vegetables, a moderate amount of meat, seafood and dairy products, cheeses, and a lot of seasoning and spices. Food is usually consumed with wine or infusions. Wine from the country's hillsides can be expected at every meal. Spain has some

unique, traditional dishes. Paella is a very popular rice dish with saffron, vegetables and chicken, pork or shellfish found in all regions of the country. Empanadas (pastries filled with pork, chicken or fish) are also a common Spanish food item. Pescacito frito (fried fish), rabo de toro (bull's tail), and Spanish omelet (potato omelet) are other popular dishes. Tapas, small portioned plates, are a customary Spanish snack found in the Mediterranean region that contribute to the Spanish bar atmosphere. Spain has also exported the idea of small plates to many other countries.

<http://www.whatspain.com/traditional-food-spain.html>

The Mediterranean Diet was awarded the UNESCO Intangible Cultural Heritage of Humanity designation in 2010 because it has been consolidated into a culture that promotes social interaction, respect for the land and biodiversity, and preservation of traditional activities.

Three chefs are ranked in the top 10 of the World's 50 Best Restaurants ranking.

Daily life and customs

The Spanish are a polite, courteous and proud people. They have a strong culture and are quick to defend their country. The people have adopted a European and Mediterranean lifestyle that is apparent in their day-to-day lives. Spanish people are very protective of their families, especially their women. They are modest people who dress conservatively, apart from beach locations, an artifact of their religious beliefs. In formal social situations it is customary to be greeted with a kiss to both cheeks, instead of a handshake. The Spanish have a quite formal business etiquette and greatly value trust in their relations. When one is a guest at someone's house, the guest is expected to bring gifts and also practice table manners.

Spain is a traditionally a male dominated society but over the years it has become more egalitarian with women becoming more educated and likely to be found in the workplace. Family is the basis of social structure, both nuclear and extended. Family values have changed to fit the 20th century, and strong family networks have decreased.

Spaniards are enthusiastic and outgoing, trying to make the most out of everyday. The typical Spaniard's daily schedule is much later than Americans. Meals are pushed back and often last for a longer time period. It is common in Spanish life to get off work for a break between 1pm and 4pm. During this break everything except for cafes shuts down and many people take a little "siesta" or nap before heading back to work. Dinner is served late, between 10pm and 12am, and Spanish nightlife doesn't kick off until the wee hours of the morning, going strong until the sun comes up. <http://www.whatspain.com/spain-travel-guide.html>

Spanish universities play a very important role in the diffusion of the national culture, and their summer courses, held in universities such as El Escorial, Salamanca and the International University of Menéndez Pelayo (UIIMP), with seats in Santander, Barcelona, Cuenca, Galicia, the Pyrenees, Seville, Tenerife and Valencia are of particular relevance.

Cultural dimensions

Hofstede proposed five dimensions of culture: power-distance, collectivism-individualism, masculinity-femininity, uncertainty avoidance and long-term orientation. In 2001, Hofstede compared cultural values, behaviors, institutions and organizations across a number of countries, including Spain.

Hofstede specifically noted these dimensions of culture in Spain:

Power distance: This dimension deals with the fact that all individuals in societies are not equal – it expresses the attitude of the culture towards these inequalities amongst us. Power distance is defined as *“the extent to which the less powerful members of institutions and organizations within a country expect and accept that power is distributed unequally.”* In Spain the hierarchical distance is accepted and those holding the most powerful positions are admitted to have privileges for their position. Negative feedback is very suppressed so the employee and boss don't usually confront one another.

Individualism: The fundamental issue addressed by this dimension is *“the degree of interdependence a society maintains among its member.”* Spain is characterized as a collectivist country. Spaniards relate quite easily to certain cultures, mainly non European, whereas other cultures can be perceived as aggressive and blunt. The country promotes teamwork, something Spaniards consider totally natural.

Masculinity / Femininity: *“The fundamental issue here is what motivates people, wanting to be the best (masculine) or liking what you do (feminine),”* says Hofstede. Spain is in the middle of this dimension. Spanish children are educated in search of harmony, refusing to take sides or standing out. There is a concern for weak or needy people that generate a natural current of sympathy. In business managers like to consult their subordinates so their opinions can help make decisions. In politics avoidance of a dominant presence of just one winning party is common.

Uncertainty avoidance: This dimension has to do with the way that a society deals with the fact that the future can never be known, *“the extent to which the members of a culture feel threatened by ambiguous or unknown situations and have created beliefs and institutions that try to avoid these,”* according to Hofstede. Uncertainty avoidance defines Spain very clearly. In Spain people like to have rules for everything, changes cause stress, but at the same time, they are obliged to avoid rules and laws that, in fact, make life more complex. Confrontation is avoided as it causes great stress and scales up to the personal level very quickly.

Long-term orientation: This dimension is closely related to the teachings of Confucius and can be interpreted as dealing with society's search for virtue, according to Hofstede *“the extent to which a society shows a pragmatic future-oriented perspective rather than a conventional historical short-term point of view.”* Spanish people like to live in the moment, without a great concern about the future. Known for their *“fiestas,”* they like to celebrate the here and now.

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Contact information

The Global Alliance is always interested in cooperating with local institutions and associations to provide profiles of the social, economic and media context of member countries, along with details on the local public relations industry, its main activities and tips on successful local practice.

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