

# ¡ESPAÑOL!

Aprende su uso correcto

**Spanish Courses for Bilingual Professionals  
Journalists, Editors, Communication Specialists, Writers, etc.**

Dallas, TX.  
April 2<sup>nd</sup>, 2016

**COST \$250.00  
MATERIALS INCLUDED**

**INDIVIDUALIZED COACHING AVAILABLE**

## **BASES OF WRITING SPANISH Workshop**

**PRESENTED BY DR. HILDA VELÁSQUEZ**

### **Description:**

The objective of this 5-hour workshop is to offer bilingual professionals such as journalists, editors, communication specialists, writers, etc., tools to improve their Spanish skills. The content of the course is a guide to expand their foundation of writing in Spanish. At the same time, they will understand and apply the structure of the language, along with the grammar and syntax needed to communicate clearly with their bilingual or monolingual audience.

### **Content:**

- *Syntax of the sentence, its parts and order.*
- *Correct use of prepositions and other connectors.*
- *Accentuation rules.*
- *Proper use of verbs.*

### **CONTACT INFORMATION:**

(336) 354 9516

[hvgvelasquez@gmail.com](mailto:hvgvelasquez@gmail.com)

<https://www.facebook.com/hvgconsulting>

<http://www.linkedin.com/pub/hilda-velasquez/24/425/786>

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**HVG** CONSULTING  
COACHING  
TRANSLATION  
Language Marketing Advertising  
Creating an Effective Communication



## **Dr. Velásquez Background**

She is an innovative and highly proficient Advertising, Communication, and Education professional with more than 15 years of multidisciplinary and multicultural training and experience in the United States, México, and Spain.

Among the classes that she has taught are Intercultural Communication, Social Communication, Mass Media, Organizational Communication, Public Relations, Introduction to Advertising, Advertising Campaigns, Semiotic, Multicultural Marketing, Principles of Marketing, Marketing Research, and Audience Insight, etc.

She earned a Ph.D., Maxima cum Laude in *Spanish Linguistics and Discourse Analysis* from the prestigious *Universidad de Salamanca* in Spain. She also holds a Master Degree in Spanish Linguistics from the University of Texas at San Antonio, a Master Degree in Social Communications from Universidad Regiomontana, and a Bachelor Degree in Communication, major in Advertising from Universidad Autónoma de Nuevo León.

Her research focuses on the Spanish Advertising directed to the Hispanic Market in the United States. Her dissertation *Cultural Determinants in Advertising for Hispanics in the United States*, develops a multidisciplinary research that encompasses different disciplines such as language studies, semiotic, sociolinguistic, culture and mass communication exploring the usage of Spanish language in the advertising discourse and its implications for the Hispanic population living in the United States. Besides her 15+ years of academic practice she also has professional experience as an Event Coordinator, Account Executive, Media Planner, Copywriter, Curriculum Developer (Spanish and Advertising), and Department Coordinator (Advertising).

## **Contact Information**

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