This lecture takes its cue from reflections on the evolution of Film Studies as an academic discipline developed in work on cinemania. While this work tends to focus on the auteur directors of the cinemania ‘centres’ of North-West Europe, this lecture begins by examining the cultural translation of 1960s auteur cinema to Spain, and the consequences of that translation for the development of Spanish Film Studies. The second part of the lecture will consider the translatability of a more recent Film Studies term to this national context, the middlebrow, then again assess its significance for Spanish Film Studies, testing the purchase of ‘middlebrow’ as an adjective that might apply to audience, text and institution. Paying attention to cultural translation throughout will allow me to suggest the continued relevance of the National, even as it has been rightly scrutinized by work on the Transnational. Focussing also on questions of gender will furthermore allow me to suggest that the translatability of ‘auteur’ and ‘middlebrow’ to Spanish cinema illuminates questions of feminism and women’s film in Spain.