# Media Theory and Technique

## Prof. Paolo Carelli

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to explore the key concepts of communication and media, in order to help students acquire a better understanding of communication processes, and develop the skills they need to work in this field. By the end of the course, the student will have acquired the skills to understand the mechanisms, languages, content of communication, and theories that over time have deepened the role and influence of the media against the backdrop of broader processes of social, cultural, and technological change. In particular, the course will focus on the analysis of the most important ‘mass media’: television.

***COURSE CONTENT***

The course will introduce the most relevant theories that turned communication into an object of scientific research: *Bullet Theory*, Toronto School, Two-steps flow, Uses and Gratifications Theory, Cultural Studies, and Network Society. Furthermore, it will explore the key topics at the basis of the theories on communication, such as: the interconnection between individuals, society, media, and culture; the effects of communication; the influence on mass media; the different environments of contemporary communication; audience research. The analysis of each topic will be supported by the presentation of case studies based on empirical research and the latest events. Finally, the course will outline the theoretical and empirical perspectives of the most important means and languages of communication: television, radio and digital media.

***READING LIST***

S. Bentivegna, G. Boccia Artieri *Le teorie delle comunicazioni di massa e la sfida digitale,* Laterza, Rome-Bari, 2019.

P. Granata, *Ecologia dei media. Protagonisti, scuole, concetti chiave*, FrancoAngeli, Milano 2015.

M. Scaglioni, A. Sfardini, *La televisione. Modelli teorici e percorsi di analisi*, Carocci, Rome, 2017.

In addition, students will have to choose one of the following textbooks:

C. Penati, A. Sfardini, *La TV delle donne. Brand programmi, pubblici,* Unicopli, Milan, 2015.

T. Bonini, La *radio in Italia. Storia, mercati, formati, pubblici, tecnologie*, Carocci, Rome 2015.

U. Volli, *Semiotica della pubblicità*, Laterza, Rome-Bari 2019 (new edition)

A. Ceron – L. Curini – S.M. Iacus, *Social media e sentiment analysis. L’evoluzione dei fenomeni sociali attraverso la rete*, Springer, Milan 2014

Further teaching material will be made available during the course.

***TEACHING METHOD***

Frontal lectures.

Further teaching material (e.g. lecture notes, recommended readings, the teaching material used in class, etc.) will be made available on Blackboard.

***ASSESSMENT METHOD AND CRITERIA***

The oral exam is aimed to assess knowledge of the subject, ability to orient oneself among the different topics explained during the course, and capacity to use argumentation to support the analysis of the issues raised by the lecturer. In addition to the written exam, students will also have the possibility to write a project work based on one of the topics explained during the course (and approved by the lecturer). This kind of activity will determine 50% of the final mark. Further information will be made available during the course.

Assessment criteria: understanding of the topics explained during the course, use of appropriate terminology, and ability to identify conceptual connections.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. However, students should show a certain curiosity towards the linguistic and social aspects of mass media, and on the role they play in the dynamics at the basis of the contemporary society. The interim test is mainly addressed to students attending classes on a regular basis.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.