**Literature and Communication (with Workshop)**

Prof. Silvia Cavalli

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

The course aims to explore aspects and themes of Italian literature of the twentieth century, offering reading itineraries dedicated to issues relevant to the phenomena of corporate and advertising communication. At the end of the course, students will be able to acquire the basic skills they need to find their way in the intersection between contemporary Italian literature and business culture, and use them in their own specific field of interest thanks to the practice of comparing different disciplinary codes and methods.

***COURSE CONTENT***

The course aims to explore from a diachronic perspective the intersections between contemporary Italian literature and the different forms of corporate and advertising communication it adopted during the 20th century. The lecture programme, complementary to the study of reading list items, involves an in-depth analysis of the relationship between literature, art and corporate culture in the decades of the twentieth century. Indeed, companies such as Olivetti, Pirelli, Italsider or Eni have influenced Italian collective imagination of the previous century far beyond the precincts of the factory, thanks to prestigious magazines and to campaigns which have become iconic thanks to billboards and slogans. In this process, poets, writers and artists, hired by companies to cover distinct roles, have played a key part, by narrating industrial culture and contributing to the invention of a new language in advertising.

***READING LIST***

1. C. Lupo, *Le fabbriche che costruirono l’Italia*, Il Sole 24 Ore, Milan 2020.
2. C. Vinti, *Gli anni dello stile industriale 1948-1965. Immagine e politica culturale nella grande impresa italiana*, Marsilio, Venice 2007.

Topics covered during lectures and teaching materials discussed in the classroom are an integral part of the exam syllabus on which students will have to answer questions in the final exam, besides on reading list texts.

Students who are unable to attend lectures regularly should contact the lecturer to agree on supplementary materials, including resources to help them prepare for the exam.

***TEACHING METHOD***

The course will be taught with frontal teaching, which will be carried out with the aid of IT tools, the showing of textual, iconographic and audiovisual materials, and the possible participation of external guests. At the end of each lecture, teaching materials used in the classroom will be available in PDF format on the Blackboard platform.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed with an oral exam which will take into account both the knowledge they have acquired during the course and their presentation and argumentative skills. Topics covered during lectures and teaching materials discussed in the classroom are an integral part of the exam syllabus on which students will have to answer questions in the final exam, besides on reading list texts. The oral exam will start from recommended reading and will continue with questions aimed at assessing students’ knowledge of the topics discussed in the classroom, beginning from the teaching materials read and interpreted during lectures.

The mark for the “Writing for the Web and Social Media” practical classes counts for 20% of the final mark.

***NOTES AND PREREQUISITES***

For exam preparation, students unable to attend lectures regularly are kindly requested to contact the lecturer to agree on supplementary materials and study aids.

Scholastic knowledge of historiographical and literary periods is desirable.

There will also be a workshop on “Writing for the Web and Social Media” taken by Alberto Armanini ([alberto.armanini@gmail.com](about:blank)).

*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.*

**Practical Activities - Web and Social Media Writing**

Alberto Armanini

***Text under revision. Not yet approved by academic staff.***

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

The course aims to analyse changes in the field of web communication as well as its various formal and technical aspects.

At the end of the course, students will be able to acquire the tools for writing a range of content for the web: social media posts, press releases, newsletters, emails, blog articles and articles for online newspapers.

***COURSE CONTENT***

The course is divided into two parts:

a) the analysis, including through a theoretical and historical framework, of the constituent elements of texts intended for the internet (titles, summaries, paragraphs, bold font, links) with a focus on the main distortions (neologisms, contractions and extension of texts).

b) production various types of textual content for the web and social networks.

***READING LIST***

L.Carrada, *Il mestiere di scrivere. Le parole al lavoro, tra carta e web.* Apogeo, Milan, 2008.

F. Tissoni, *Social network. Comunicazione e marketing.* Apogeo, Milan, 2014.

As well as the course reading list, non-attending students must read D. Fortis, *Scrivere per il web*, Apogeo, Milan, 2013.

***TEACHING METHOD***

Each lecture comprises a presentation by the lecturer followed by individual and group practical activities.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed by means of a written paper. The subject of this paper will be assigned by the lecturer, for both attending and non-attending students, at the end of the last lecture and will cover one of the web writing and web marketing formats covered in class.

***NOTES AND PREREQUISITES***

*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.*