# Media and Communication

## Prof. Ruggero Eugeni

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

The course reconstructs the development of modern and contemporary media, especially from a cultural point of view in the perspective of visual studies, and with a focus on “archaeology of media”. The aim is understanding the twists and turns that led to its current “algorithmic” status, and the consequences that this “postmedial” condition implies.

At the end of the course, students will be able to *know and understand* the development of media – starting from the second half of the 19th century to the present – and the different trends (e.g. economic, aesthetic, technological, ideological, etc.) at the basis of their evolution. In particular, they will be able to develop their knowledge of cinema and the audiovisual sector, and the new forms of interactive communication, including social media, videogames, and virtual reality, artificial intelligence applied to media – also from the point of view of their multimedia and intermedia connections. Furthermore, students will be able to *apply* their newly acquired knowledge to the analysis of contemporary digital media, in order to develop their *independent judgment skills*, including through the specific critical perspective gained through visual studies. The seminar-based part of the course, which engages students directly through presentations of some fundamental texts reflecting on the media, enables students to refine their *group-work, communicative* and *learning skills.*

***COURSE CONTENT***

The course will be divided into two different modules

1. The history of media: 1. The origins of modern media: from the second half of the 19th century to World War I; 2: The development of mass media during the 20th century; 3: The ‘post-media’ condition: the transition from the 19th/20th-century concept of media to the digital world; 4: The algorithmic shift in contemporary media and its relationship to “digital capitalism”.
2. Reading and comment of texts focused on the study of media

***READING LIST***

* R. Eugeni, *La condizione postmediale*, Morcelliana -Scholè, Brescia 2015
* R. Eugeni, *Capitalismo algoritmico. Cinque dispositivi postmediali (più uno),*  Scholè Brescia 2021
* R. Eugeni, *La condizione postmediale*, Morcelliana-Scholè, Brescia 2015
* R. Eugeni, *Capitale algoritmico. Cinque dispositivi postmediali (più uno),* Morcelliana-Scholè, Brescia 2021
* R. Eugeni (edited by), *Il primo libro di teorie dei media*, Einaudi, Turin 2023.
* The most significant texts focused on the study of media (please see below for further information)
* Lecture notes ((available on Blackboard)

***TEACHING METHOD***

The first part of the course will be based on frontal lectures, while the second one will be structured as follows: students will have to read at home one or more essays introducing some of the issues related to the study of media; then, a small group will present the essay to the rest of the class; finally, the whole classroom will discuss about it.

Non-attending students will have to watch the pre-registered lectures available on Blackboard, and study the textbooks included in the reading list (please see above).

***ASSESSMENT METHOD AND CRITERIA***

Attending students will have the possibility to take a written exam, consisting in three open-ended questions based on the theoretical and methodological aspects explained during the course.

The final mark will result from the average between all the questions. Assessment criteria: (a) the accuracy of the answers; (b) the relevance of the answers; (c) the presentation of the examples and use cases mentioned in class; (d) the ability to make personal examples; (e) the ability to find connections between different topics. This exam will take place immediately after the end of the course, and the results will be registered during the official exam sessions. In case of need, students can also improve their final mark with an oral exam, to be taken during the official sessions.

The students who make a presentation of one of the essays during the seminar – also in groups – can be awarded with up to 1 extra point.

The students who cannot attend classes nor take the written interim test, will have to take an oral exam; in this case, the assessment criteria will remain the same mentioned above.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. However, students should have a basic knowledge of the history and the functioning of mass media.

In addition, they are invited to join the Facebook group Media | Experience | Semiotics *https://www.facebook.com/groups/mediaexperiencesemiotics/* in which they can find important communications and useful ideas for the discussions in class. A detailed version of the course syllabus will be made available on the Blackboard page of the course.

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.