# 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.

Particular attention will be paid to the "mass" medium par excellence, television, to explore techniques and methods of analysis more deeply. Through a dual approach – theoretical and operational – it intends to address the notions and concepts that have innervated the analysis and research of mass communications from the twentieth century to the present day, combining the different historical and disciplinary perspectives that have characterised this field of study.

*Conoscenza e comprensione*

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.

*Capacità di applicare conoscenza e comprensione*

At the end of the course, students will be able to apply the main theoretical junctures in the field of media and mass communication to concrete cases of analysis, learning to juggle techniques and analytical tools to understand the phenomena that affect the sector in a transmedia and convergence key between traditional and digital media.

***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 (edit by), *La televisione. Modelli teorici e percorsi di analisi*, Carocci, Rome, 2017.

The bibliographical information will be completed 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.

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.