# Data Science for Communication with Pitching Public Speak

## Prof. Matteo Treleani; Prof. Giulia Magaldi; Tutor Shiming Shen

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

The course aims to provide an introduction to instrumentalised semiotic image analysis. The evolution of image analysis from visual semiotics to quantitative analysis with digital methods will be studied. The course is structured as a workshop on data collection and analysis of audiovisual documents. Knowledge of sources, institutions providing archives, documentation methods, principles of structuring a corpus and quantitative methods of textual and visual analysis will be covered.

*Part 1* (*Data Science for Communication*, dr. Matteo Treleani; Shiming Shen)

By the end of the course, students will be able to process a data collection in different audiovisual catalogues and to build up a relevant and structured corpus of data. They will be able to use the basics of quantitative text and visual analysis methods.

*Part 2* (*Pitching Public Speak,* dr. Giulia Magaldi)

Students will learn how to visually shape relevant and structured corpus of data in a compelling and comprehensive way to target a larger audience. This second part will be focused on analyzing data visualization examples, as well as crafting a project using the basics of quantitative text and visual analysis methods acquired in the first part of the curriculum.

***COURSE CONTENT***

*First part* (*Data Science for Communication*, dr. Matteo Treleani and Shiming Shen)

During the first part of the course, students will conduct a data collection project and a quantitative analysis of the metadata and of the collected images. The project will be based on the audiovisual archives of Rai Teche and Mediaset. Visits to the institutions will be organised according to the Covid protocol.

The topics covered by this part will be:

– introduction to audiovisual archives;

– the issues of data collection;

– introduction to the analysis of textual data;

– introduction to the analysis of visual data.

In the *second part (Pitching Public Speak,* dr. Giulia Magaldi)we will take a closer look at data visualization projects that won prestigious awards. We will also learn how to tailor and present the text and images data collected in the first par of the course. Finally, students will be asked to work on some simulations. These exercises will then help them to prepare the presentation of the project work for the final exam.

***READING LIST***

*Part 1* (*Data Science for Communication*, dr. Matteo Treleani; Shiming Shen)

*Mandatory reading*:

* Manovich, Lev, *Cultural Analytics*, Cambridge, Mass. MIT Press, 2020.

*Suggested readings*:

* Moretti, Franco, *Distant Reading,* London/New York. Verso. 2013.
* Szendy, Peter, *The Supermarket of the Visible.* Fordham University Press, 2019.

*Part 2* (*Pitching Public Speak,* dr. Giulia Magaldi)

*Suggested readings*:

- Giorgia Lupi, Stefanie Posavec, Maria Popova, *Dear Data,* Princeton Architectural Press e Particular Books, USA e United Kingdom, 2016.

- Marty Neumeier, *The Designful Company: How to Build a Culture of Nonstop Innovation*, New Riders Pub, Portland, 2008.

Examples, notes and presentations will be shared during this part of the class.

***TEACHING METHOD***

*Part 1* (*Data Science for Communication*, Dr. Matteo Treleani): frontal lectures combined with practical exercises using the notebook and guided by the lecturer. Part of the class will use the digital catalog of Rai Teche and Mediaset. This part of the class will be in-person.

*Part 2* (*Pitching Public Speak,* dr. Giulia Magaldi): practical sessions in which students will have to create their own data visualization projects. This task will come after analyzing international examples that have been awarded in important advertising award events, as well as day to day projects. This part of the class will be held remotely.

***ASSESSMENT METHOD AND CRITERIA***

The exam consists of two phases, both of which are mandatory for all students:a project work and an oral exam in which the students will present their project work and will answer questions concerning the theoretical and methodological aspects of the course content.

As for the project work, students will be asked to carry out a data collection and an analysis using at least one of the approaches used in the first part of the course.Then, they will have to create and present a data visualization project in PowerPoint/Google Docs (whatever platform they feel more comfortable with) on the basis of the skills acquired in the second part of the course.

In the final assessment, the following criteria will be taken into consideration: (a) clarity and completeness of the presentation; (b) level of the practical skills learnt during the class; (c) ability to appropriately link topics that have been addressed in different parts of the course; (d) relevance of answers to the questions.

Both the lecturers will evaluate each student in relation to the two parts of the program: the final grade will be only one, based on a weighted average of the two scores: the first part *Parte 1* (Data Science for Communication, Dr. Matteo Treleani) will weigh 80% and the second (*Pitching Public Speak,* dr. Giulia Magaldi) 20%.

***NOTES AND PREREQUISITES***

Students will have to understand, write and speak English; they will need basic knowledge of the computer; and they will have to be familiar with spreadsheet software (such as Excel or Google Sheets), PowerPoint, or Google Docs.

Due to the structure and content of class activities, students should use their notebook during lessons.

Students who are, for ascertainable and curricular reasons, unable to regularly attend the lessons will have to contact the lecturers at the beginning of the semester to identify a possible supplementary exam program.

*Office hours*

Visiting Professor Matteo Treleani will receive students in following ways: remotely on Zoom and in person at the end of the lessons. Students are asked to send an email in advance to *matteo.treleani@univ-cotedazur.fr* to make an appointment.

Dr. Giulia Magaldi will only attend students on Microsoft Teams, and appointments need to be scheduled in advance.