**Pragmatics of Media Communication (with a Pitching and Public Speaking Module)**

Prof. Ruggero Eugeni; Prof. Marzia Morteo

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

The purpose of the course is to introduce students to semiotic analysis methods of texts or media speeches, with a specific focus on audio-visual ones.

At the end of the course students will:

* Have a good *knowledge and understanding* of the basic concepts of Pragmatics in Semiotics (sign, code, meaning, narrative model, text, speech, statement, etc.) and will be able to position them both historically and theoretically within the semiotic field and its evolutions.
* Have an in-depth knowledge of the most recent developments in the discipline, connected to the dialogue between pragmatics in semiotics and neurocognitive sciences, and to the resulting revision of the above-mentioned concepts.
* Be capable of *applying* such knowledge to the critical analysis of audio-visual media products (television programmes, films and fiction series, commercials, branded contents, etc.) and of events organisation with the purpose of finding expression and persuasion strategies underlying media experiences.
* Have a knowledge and be proficient in the use of the main software for the production of graphical, visual and audio-visual presentations, and be aware of the production workflows of the main presentation templates.
* Be capable of *presenting* effectively, persuasively and professionally the results of their analyses with the support of adequate visual and audio-visual aids, making informed and reasoned choices during production.

***COURSE CONTENT***

The course is organised into four parts.

1. The *theoretical* part: Media pragmatic semiotics, organised into 10 teaching units: 1-2-3: The historical and theoretical development of semiotics; The experience semiotics approach; 4: Sensation and perception; 5: The ontological collocation of the spectator; 6-7: Narrative architectures and transformations; 8-9-10: The spectator’s relationship with characters, points of perception, the speaker and other spectators.
2. The *analytical* part: Analysis of forms of speech and experience. Application of the analysis models introduced in the preceding part to specific forms of discourse: commercials, websites, events, etc. This part will be conducted by dividing the class into groups, and carrying out specific analyses under the direction of the lecturer.
3. The *workshop* part: The *Pitching & Public Speaking* workshop held by Dr Marzia Morteo, see the specific description below.
4. The *operative* part: Project work (Take Flight Programme, etc.): analysis of specific case studies identified in agreement with communication and research companies and/or agencies. This part is defined each year and presented at the beginning of the course, since it stems from partnerships between the CIMO degree course and companies, agencies or partner institutions. Students who are not interested in participating in such initiatives may follow alternative training paths whose programme will be provided by the lecturer at the beginning of the academic year on the course’s Blackboard page.

***READING LIST***

R. Eugeni, *Semiotica dei media. Le forme dell’esperienza,* Carocci, Rome, 2010.

R. Eugeni-A. D’Aloia (edited by), *Teorie del cinema. Il dibattito contemporaneo,* Cortina, Milan, 2017.

R. Eugeni, *Capitale algoritmico. Cinque dispositivi postmediali (più uno),* Scholè, Brescia, 2021.

The specific reading list for the *Pitching & Public Speaking* module will be indicated during the course.

The final reading list both for attending and non-attending students will be provided by the lecturer on the course’s Blackboard page, which students are invited to view.

***TEACHING METHOD***

1. The theoretical part (A) (about 15 hours) is specifically on Media Semiotics and is held in frontal mode as per tradition. Students are strongly advised to attend lectures. Should this not be possible, prerecorded lectures will be made available on BlackBoard.
2. The analytical part (B) (about 10 hours), focusing on developing analytical skills, is conducted as a seminar alternating the lecturer’s explanations and analysis presentation by groups of students. Students are strongly advised to attend. Should this not be possible, non-attending students will be given the opportunity to prepare an independent paper (see below).
3. The workshop part (C) on *Pitching & Public Speaking* (20 hours) is illustrated in the syllabus below
4. The operative part (D) (about 5 hours in person) will consist of meetings in person with managers from companies and a remote project by groups of students tasked with creating ad hoc communication projects. Non-attending students will do alternative activities (see below)

***ASSESSMENT METHOD AND CRITERIA***

The diverse parts of the course result in different assessment methods which will be marked out of thirty with the possibility of being awarded distinction, resulting in a single final vote calculated using an average criteria.

In particular: the mark for part A and for part B will each account for 40% of the final mark; the part C mark will account for the remaining 20%. Participation in part D (or substitute activities) does result in a mark, only an ‘approved’ qualification: nevertheless, this approval is necessary in order to sit the examination.

Specifically:

1. The theoretical part is assessed with a written exam divided in three questions on taught theoretical and methodological aspects. The lecturer’s assessment will be based on the following criteria: (a) clarity and completeness of answers; (b) pertinence of answers in relation to questions; (c) the use of examples and of case studies presented during lectures; (d) ability to introduce pertinent personal examples; (e) ability to appropriately link topics and subjects which have arisen in different sections of the course. The test will take place once only on completion of part A. Students wishing to improve their mark may complement the written exam with an oral exam during normal rounds. Students who do not take the written exam during an early exam session take an oral exam on the same subjects and with the same evaluation criteria during normal rounds.
2. The analytical part is assessed by means of presentations given by groups of students during classes organised for this purpose. The lecturer will assess this group exam on the basis of the following three criteria: (a) content quality and appropriate use of the application of the semiotic method to the case study; b) pitch quality (including compliance with the assigned timing); c) the student’s overall participation in preparatory seminar activities in class. Students who do not participate in this part of the course, and hence do not give a presentation, agree with the lecturer on an analysis case study to be presented by means of a written report of about 30,000 characters to be delivered to the lecturer at least two days before the exam round.
3. The assessment of the practical module on *Pitching & Public Speaking* will be conducted as indicated below.
4. The operative project work will result in a communication project which will be assessed jointly by the course Director of Studies, by career advisors organising the workshop with the lecturer and by the persons in charge of the companies who have commissioned the work. Students will be informed about the assessment criteria during the initial briefing. The criteria can also be found in a specific document on BlackBoard. Students who do not carry out Project work will agree with the lecturer on which volume recommended in the reading list they should study. Or participation in substitute activities (for example attending congresses or conferences suggested by the lecturer) which will be communicated on Blackboard.
5. The practical *Pitching & Public Speaking* module is assessed through active participation in lectures and the assessment of written papers prepared during the module. For each exercise there will be an assessment of the suitability of the produced material, compliance with indications given during the briefing phase, the ability to argue and to support the communication choices which have been made, the formal correctness of the paper, expressive propriety and proficiency in the specific vocabulary.

***NOTES AND PREREQUISITES***

Students should have general knowledge of the media world, its history and workings; and basic knowledge of marketing principles and methods. However, students are not required to have prior knowledge of semiotics, the history of semiotics, its principles of methods of analysis.

For the practical *Pitching & Public Speaking* module see the description below.

Students are invited to join Facebook Media | Experience | Semiotics *https://www.facebook.com/groups/mediaexperiencesemiotics/* which collects notices and ideas for class discussion suggested by both lecturere and students.

Students who for justified and curricular reasons are unable to attend lectures regularly should contact the lecturer at the start of the year to arrange a supplementary or substitute examination programme as illustrated above in the guidelines.

In the event that the health emergency should continue, both teaching activities and any forms of learning monitoring, both in progress and final, will be provided also remotely through our University's Blackboard platform, the Microsoft Teams platform and any other tools envisaged and notified at the beginning of the course, so as to ensure the full achievement of the formative objectives set out in the study plans and, at the same time, the safety of our students.

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.

**Module on Pitching and Public Speaking**

Prof. Marzia Morteo

***COURSE CONTENT***

The course focuses on the acquisition of knowledge and competences related to the development and performance of graphic, oral and audio-visual presentations.

***READING LIST***

The reading list will be indicated during the course

***TEACHING METHOD***

The module involves the implementation of various exercises and project work, carried out individually and in groups, to be periodically analysed in the classroom. The course consists of frontal lectures, group discussions about examples illustrated in the classroom and peer education activities. Given the pratical nature of the module, attendance is compulsory, except for exceptions which should be arranged with the lecturer.

***ASSESSMENT METHOD AND CRITERIA***

The module will be assessed through active student participation in the lectures and the project work developed during the module. Each exercise will be assessed on the quality of the material produced, compliance with the directions contained in the brief, students’ ability to argue and justify communication decisions, formal accuracy of the project, expressiveness and command of specific vocabulary.

***NOTES AND PREREQUISITES***

No particular prior technical or graphic knowledge is required. However, students should be able to use elementary IT tools, search for information and material online and discern the level of quality. At the beginning of the course the chosen modality and platforms will be communicated so as to ensure active and consistent communication between students.

Students are invited to join Facebook Media | Experience | Semiotics *https://www.facebook.com/groups/mediaexperiencesemiotics/* which collects notices and ideas for class discussion suggested by both lecturere and students.

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