**Languages and Expressive Forms of Entertainment**

## Prof. Sara Sampietro

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

The aim of the course is to introduce students to the linguistic and expressive aspects of the current media world, through the study of the latest theoretical and interpretative models.

The course’s specific objective is to examine in-depth the trends and expressive forms of the contemporary media world from two different perspectives;

– *on the one hand* expressive/production dynamics and choices (*desk analysis)*,

– *on the other hand* audience appreciation (*field analysis*).

The intended learning outcomes are:

1. *Knowledge and comprehension skills*: at the end of the course students will have acquired knowledge on ongoing debates on the subject of the relationship between expressive forms and audience studies.

2. *Analytical skills*: at the end of the course students will be capable of autonomously analysing media products, applying the interpretative and analytical models tackled in the classroom.

3. *Research skills*: at the end of the course students will have acquired the necessary tools to set up a research path, designed to understand and map production and usage processes.

4. *Communication skills*: at the end of the course, students will be capable of organising, summarising and explaining a path for the analysis of a media project.

***COURSE CONTENT***

The course is divided into three main areas :

1. Changes in media use scenarios;
2. New forms of expression and new methods for research and analysis on media products;
3. A focus on infotainment and its development from a social and digital perspective.

The selected case studies will consist in the analysis of products capable of fulfilling a promise of “information for the benefit of citizens”, disseminating a constructive and informed approach to information, which is also inclusive and participatory.

During the course, students will be helped to carry out project work consisting in desk and field analysis of an information product, capable of covering a utility issue.

***READING LIST***

Course slides will be available in the course page on the Blackboard platform.

Papers mentioned and discussed during lessons which will be available in the course page on the Blackboard platform.

Project work material.

***TEACHING METHOD***

Frontal lectures in the classroom, class exercises and discussions, case studies and project work.

***ASSESSMENT METHOD AND CRITERIA***

The final exam mark will be the weighted average of the marks of the following three parts:

* 60%: oral exam to assess the knowledge of reading list material, lecture notes and their revision by students.
* 30%: individual project work consisting in the analysis of a media product based on the analytical categories and the advice given by the lecturer during lessons.
* 10%: participation in exercises and in activities available during the course.

***NOTES AND PREREQUISITES***

Notes

Students are strongly advised to attend lessons, given that lessons include exercises, debates, case studies designed to help them understand course content corrently.

Prerequisites

During the first lectures students will acquire the knowledge and skills required to tackle course topics.

Nevertheless, the course is designed for students who are truly interested in the new languages of the media world and who are keen to tackle research paths aimed at understanding the perceptions of contemporary audiences.

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.