# Cultural Information Theory and Techniques

## Prof. Luigi Mascheroni

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

The course plans to introduce the students to the objectives and practices of cultural information in its current forms (print, radio and television, and online journalism), with a special focus on the system changes imposed by the new media. In addition, the course will propose some methodological notions useful to recognise the appearance of a cultural theme in not immediately contiguous expressive or speculative environments ranging from entertainment to lifestyle. By the end of the course, students will have acquired the knowledge to be able to approach the areas of contemporary information with critical and methodological awareness, linking them to the specific disciplinary fields within their degree programme.

***COURSE CONTENT***

The origins and development of the cultural industry, the value of cultural consumption, establishment, development and collapse of the “Third Page”. Factors and criteria of interest within cultural information and its sources. Different genres of cultural information: news, reviews, reporting, cultural review columns, commentary, interviews, investigation. Cultural information within the press (daily and weekly, with a particular focus on the cultural inserts of the main newspapers), on the radio, on television and online. Students will then study certain specific “fields” of Italian cultural journalism and there will also be guest speakers from specific realms of journalism: music critics, film critics, television critics, press offices. Lecture time will also be devoted to reading and commentating the cultural pages in national papers.

***READING LIST***

*Compulsory* reading for exam preparation:

G. Zanchini, *Leggere, cosa e come. Il giornalismo e l’informazione culturale nell’era della rete*, Donzelli, 2016.

C. Bertoni, *Letteratura e giornalismo* (Carocci, 2009) or *Letteratura e giornalismo,* edited by Daniela Marcheschi, Marsilio, 2017.

M. Sinibaldi, *Un millimetro in là. Intervista sulla cultura,* Laterza, Bari-Rome, 2014.

G. Ferretti-S. Guerriero, *Storia dell’informazione letteraria in Italia dalla terza pagina a Internet,* 1925-2009 Feltrinelli, Milano, 2010 (only last three chapters, from pag. 192).

Non-attending students should choose an additional text to supplement the compulsory reading list from the following list:

J. Gottschall, *L'istinto di narrare. Come le storie ci hanno reso umani,* Bollati Boringhieri, Turin, 2014.

F. Martel, *Mainstream,* Feltrinelli, Milan, 2010.

AA.VV., *La critica letteraria e il “Corriere della sera” (vol. II, 1945-92*), Milan, 2013.

A. Papuzzi, *Letteratura e giornalismo,* Laterza, Bari-Rome, 1998.

A. D’Agostino, *Raccontare cultura. L’avventura intellettuale di “Tuttolibri” (1975-2011),* Donzelli, Rome, 2011.

F. Capitoni, *La critica musicale,* Carocci, 2015.

G. Ciarapica, *Book blogger. Scrivere di libri in Rete: come,* *dove, perché*, Franco Cesati Editore, 2018.

***TEACHING METHOD***

Classroom lectures alternated with moments of joint work in the form of an extended seminar. There will be talks with journalists from Italian papers (dailies, radio/television, web) and a practical lesson in a publishing office.

***ASSESSMENT METHOD AND CRITERIA***

Oral examination based on a first part evaluating the reading knowledge and a second part on the subjects discussed during the lectures and on the material commented in lectures and made available to students as photocopied handouts.

The final mark will be the reasoned average of the two parts results. Non-attending students are requested to contact the lecturer before attending the exam to receive further information on course materials and syllabus.

***NOTES AND PREREQUISITES***

Students are expected to have good knowledge of 20th-century culture. Any gaps in students’ knowledge may be remedied by consulting high-school history and Italian literature textbooks.

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.