# Research Methods on Media Production and Consumption

## Prof. Anna Sfardini

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

The course aims to address the field of the media industry from the perspective of empirical research, identifying the analytical approaches, methodological perspectives and the most appropriate investigative tools for the different processes of production, circulation and media consumption examined on the course. By the end of the course, students will be able to identify a research object within the audiovisual production and consumption circuit, define the most appropriate research questions, construct and develop a suitable research outline to answer the questions raised and refine data collection tools (such as desk analysis grids, questionnaires and interview guides). The skills learned will also be useful for organising and drafting a paper or research report.

***COURSE CONTENT***

The course will be structured so as to engage students in defining and conducting lines of research to be carried out in teams and based on clear briefs, presented to students by guests from the media industry sector playing the role of research contractors. The course themes relate to specific aspects of different areas of the contemporary audiovisual sector and therefore require different approaches and the construction of different investigative techniques and tools, such as the use of audiovisual archives, media representation of various parts of Italy and the analysis of cultural and media consumption by digital audiences.

***READING LIST***

Various authors, *Comunicazione, media, turismo. Lo sviluppo di notorietà e attrattività delle destinazioni turistiche italiane*, CeRTA, Cattolica per il turismo, Publitalia 80, 2021: <https://centridiricerca.unicatt.it/certa-2021-comunicazione-media-e-turismo>

S. Bentivegna-G. Boccia Artieri *Le teorie delle comunicazioni di massa e la sfida digitale,* Laterza, Rome-Bari, 2019.

M. Cucco-F. Di Chiara (ed.), *I media industry studies in Italia: nuove prospettive sul passato e sul presente dell’industria cine-televisiva italiana*, “Schermi”, vol. 3, no. 5, 2019: <https://www.academia.edu/40448781/I_media_industry_studies_in_Italia_nuove_prospettive_sul_passato_e_sul_presente_dell_industria_cine_televisiva_italiana>

During the course, students will be provided, through the Blackboard platform, with further study material to complete the reference reading list.

***TEACHING METHOD***

The course takes place through frontal lectures and research projects to be carried out in groups. Attendance in lectures is therefore strongly encouraged.

Lecture notes, further reading and materials presented during the course will be provided through the Blackboard platform.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed by means of an oral exam aimed at verifying their learning and their ability to apply the research methods and techniques studied: the topics covered in the exam will relate to the texts on the reading list and the presentation by the student of a research outline on an object of analysis previously agreed with the lecturer. Participation in the group tasks in class will be assessed as a substitute for the research outline.

***NOTES AND PREREQUISITES***

There are no prerequisites for this course in terms of contents. Students are expected to be interested in media communication analysis and audiovisual research.

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.