**Forms and Genres of Film and Audio-visual Culture**

Prof. Francesco Toniolo

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

The course aims to provide students with the basic tools to recognise, analyse and evaluate - through a composite methodology - formal aspects and genre formulas in film and audio-visual texts. Students will be able to independently produce the analysis of an audio-visual text in relation to some specific aspects.

*Intended learning outcomes*

Knowledge and understanding

At the end of the course, students will be able to:

* recognise and understand specific film and audio-visual genre formulas;
* identify and understand some of the main communicative and rhetorical strategies underlying the forms and genres of audio-visual language;
* understand the main categories that form the scientific and theoretical debate around the topics covered.

Ability to apply knowledge and understanding

At the end of the course, students will be able to:

* deeply analyse an audio-visual text, solve related exercises and present results in written form;
* recognise and enhance the role of the audio-visuals in learning, training and educational paths;
* formulate further proposals for using acquired knowledge in educational contexts;
* use the acquired analytical tools (communication skills) in different contexts from those proposed in the course.

***COURSE CONTENT***

The course provides methods for analysing audio-visual communication processes in the contemporary world, also observing the effects of forms and genres on production and promotional strategies and on contexts of use. In particular, it explores possible applications in educational, training and learning contexts (for example by observing *serious games*, *gamification* phenomena and learning through video games, but without keeping out commercial applications (for example analyzing the trailer of some video games). The theoretical structure is from time to time linked to concrete case studies.

***READING LIST***

Compulsory textbooks

– G.P. Gee, *Come un videogioco. Insegnare e apprendere nella scuola digitale,* Cortina, Milan, 2013;

– R. Fassone, *Cinema e videogiochi,* Carocci, Rome, 2017;

– Supplementary materials that will be provided during the course.

*A volume chosen from the following:*

– A. Marinelli, R. Andò, *YouTube Content Creators. Volti, formati ed esperienze produttive nel nuovo ecosistema mediale*, Egea, Milan, 2016.

– M. Bittanti, E. Gandolfi (edited by), *Giochi video. Performance, spettacolo, streaming,* Mimesis, Milan-Udine, 2018.

– L. Shifman, *Memes in Digital Culture,* MIT Press, Cambridge (Mass.), 2014.

– K. Isbister, *How Games Move Us. Emotion by Design,* MIT Press, Cambridge (Mass.), 2017.

***TEACHING METHOD***

The course is delivered in blended mode, 50% in class and 50% online, and includes alternating classroom lectures, recorded video lessons available online, case analysis exercises and media products. The part delivered in class requires the students’ willingness to discuss and analyse the audio-visual content shown, to propose further examples and case studies related to their personal and professional experience, and to present their works for joint discussion.

Remote learning requires the consultation of video lessons and follow-up readings, an analysis of the case studies indicated, participation in periodic feedback webinars and forum activities, and completion of assigned exercises.

***ASSESSMENT METHOD AND CRITERIA***

Assessment will be based on the following elements:

* Analysis: a written analysis report produced according to specified methodology. The topic will have to be agreed with the lecturer and it must be delivered at least 15 days before the exam date. The mark obtained will account for 50% of the overall mark.
* Assignment: application exercises related to single case studies. The mark obtained will account for 10% of the overall mark.
* Final interview: assessment of students’ content acquisition, their ability to relate content to other knowledge (acquired in other disciplines, in a previous work experience, etc.), discussion on the written assignment. The mark obtained will account for 40% of the overall mark.

The final mark is on a 30-point scale. The specific instructions for the completion of the analyses and assignments will be presented by the lecturer during the course and will be available on the Blackboard page.

***NOTES AND PREREQUISITES***

*Prerequisites*

There are no specific prerequisites for attending the course, except for an interest in the contemporary audio-visual scenario. However, it is useful to have at least a basic knowledge of the videogame medium. Those who feel the need to refresh basic concepts can read M. Salvador, *Il videogioco,* La Scuola, Brescia, 2013 and/or M. Pellitteri, M. Salvador, *Conoscere i videogiochi,* Tunué, Latina, 2014.

*In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to 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.