# Social Media and Transmedia Communication

## Prof. Simone Tosoni

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

The course aims to introduce students to social media and the most recent theoretical models and tools for interpreting their relationship with culture and contemporary society. More specifically, the main aim is to enable students to develop understanding and a capacity to critically interpret the phenomenon, both in terms of its potential and its limits. By the end of the course, students will be able to demonstrate knowledge of the main stages of the development of the present media landscape, to take into account the main current trends, and to critically frame the relationship between platforms and society. Learning outcomes will be based on thorough knowledge of the main theoretical and mediological approaches to the Internet, social media and new digital communication devices. Students will also be able to apply their knowledge to analysis and develop projects of transmedia communication.

***COURSE CONTENT***

The course is divided into two modules: the first is based on frontal lectures and is divided into three further parts. The phenomenon of social media will be interrogated firstly from a historical perspective and contextualised in terms of the dynamics of the development of the Internet and new media. Secondly, social media will be addressed from a mediological point of view and will be studied in a wider contemporary media environment, with specific attention to the phenomenon of transmedia. Finally, the relationship between social media, society and contemporary culture will be examined, with specific attention to the implications of the platformization of the media system. More empirically and applied in nature, Module 2 comprises a group assignment: direct experience of social media communication projects.

***READING LIST***

For *students* who pass the project:

Lessons notes.

J. Van Dijck-T. Poell-M. De Waal, Platform Society. Valori pubblici e società connessa, Guerini e Associati, Milano, 2018

Students who do not submit the project:

Lesson notes.

J. Van Dijck-T. Poell-M. De Waal, Platform Society. Valori pubblici e società connessa, Guerini e Associati, Milano, 2018

M. Ciancia, *Transmedia Design Framework,* Franco Angeli, 2018 (ebook- Parte I)

Students who haven’t regularly attended lessons should supplement the course notes with:

G. Boccia Artieri et al., *Fenomenologia dei social network,* Guerini e Associati, 2018.

***TEACHING METHOD***

Frontal lectures (75%) and the applied component (25%).

***ASSESSMENT METHOD AND CRITERIA***

The exam will be divided into two modules: students must first design and conduct a transmedia communication project (individually or in a group) using one or more social media platforms. Students will also be assessed on the group presentation of the project itself. Assessment criteria will include clarity of presentation as well as the demonstration of having acquired the practical skills transmitted during the course. This part is worth 50% of the overall mark. The preparation of the project can be replaced by integrating the programme as indicated in the reading list.

The exam will be supplemented by an oral exam on the course notes and on the reading list. The aim of the exam is to ascertain the quality of students’ preparation and the depth of their understanding of the topics covered in class. Assessment will take into account relevance of students’ answers, as well as their accuracy and completeness.

The aim of the oral exam is to ascertain the quality of students’ preparation and the depth of their understanding of the topics covered by the course reading material. Assessment will take into account relevance of students’ answers, as well as their accuracy and completeness.

***NOTES AND PREREQUISITES***

*Prerequisites*

The first lectures will focus on providing students with the basic knowledge and skills required to address the course topics. Students who did not take any courses on the media and new media as part of their undergraduate degree are, however, advised to read: G. Balbi –P. Magaudda, *Storia dei media digitali*, Laterza, Bari, 2014.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching and assessment 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.