# Languages and Cultures of the Screen (Crossmedia and Storytelling module)

## Prof. MariaGrazia Fanchi; Prof. Diego Cajelli

[The module B of the teaching syllabus borrowed from the Graduate Programme in Modern Philology, including the course name *Workshop: Cross-mediality and storytelling*]

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

The course aims to convey knowledge and tools for understanding and guiding communication processes in contemporary media systems. Digital transformations have not only changed production and distribution technologies; they have fundamentally changed rules and creativity practices. By the end of the course, students will:

* be able to recognise the principles behind the production of media content, the weight they exert, their historical and social context, professional and creative networks and the audience;
* know and be able to analyse different text patterns and creative models, with particular reference to native digital models and models born in non-Western contexts;
* be able to identify, analyse and manage the elements that make up any type of contemporary storytelling;
* be able to assess the impacts of cultural and media products at various levels of complexity in the national and international context; gather and critically read data on the production and consumption of cultural and media products.

The course syllabus, detailing specific themes and relative reading material, will be available to students on the Blackboard platform at the beginning of the semester.

***COURSE CONTENT***

The syllabus will cover the following topics:

*Module A - Languages and cultures of the screen - prof. Mariagrazia Fanchi; prof. Francesco Toniolo*

Thanks to the presentation of case studies, readings, visions, and meetings, the module will introduce the three challenges of contemporary media: inclusiveness (*everyone*), relocation (*everywhere*), circularity (*everything*), exploring topics such as: inclusion strategies and the different forms of creativity (in franchising, widespread, and bottom-up); the globalisation of creative scenarios and the emerging models, micro and macro creative scenes: analytical and efficiency models; the scarcity of contents and the recycling logic; from the model based on uniqueness/innovation to the one based on diffusivity and the ‘dynamic scrap’.

*Module B Crossmediality and Storytelling - prof. Diego Cajelli*

Module B will be focused on contemporary media storytelling strategies: from the journey of the hero to complex narrative structures, the analysis of the main narrative genres, passing through the themes underpinning popular culture and their recurrences (literature, comics, TV series, cinema, advertising narratives and the internet). Particular attention will be paid to: extended storytelling. Narrative and how it has developed on various platforms. The unpublished aspects of the expansion of cross-media content and narratives. The course will also provide a set of competences for designing and managing visual storytelling.

***READING LIST***

The reading list will be provided at the start of lectures and made available on the course Blackboard page.

Some of the texts that will be referred to during the course:

J. Campbell, *L'eroe dai mille volti*, Lindau, Turin, 2012.

J. Hartley-W. Wen-H. Siling Li, *Creative Economy and Culture. Challenges, Changes, and Futures for the Creative Industries,* Sage, London, 2015.

M. Montanari, *Ecosistema creativo. Organizzazione della creatività in una prospettiva di network,* Franco Angeli, Milan 2018.

D. Cajelli-F.Toniolo, *Storytelling crossmediale. Dalla letteratura ai videogiochi*, Unicopli, Trezzano sul Naviglio, 2018.

***TEACHING METHOD***

The course will be delivered by the following means: commentary of texts, presentation of research and case studies, development of practical-operational competences in complex and hybrid media contexts; finalising of projects. Students will also have the opportunity to explore course themes through the testimony of the professionals who will be contributing to the lectures.

***ASSESSMENT METHOD AND CRITERIA***

The assessment will be expressed on the basis of a test and a project. The test aims to evaluate the knowledge and understanding of the topics discussed in class during module A and the teaching material for the course; the project will assess the ability to put the newly-acquired knowledge into practice, with a focus on Module B.

The following elements will be taken into account in the assessment:

- Completeness of knowledge and practical competences;

- Ability to apply what has been learned to projects;

- Correspondence between instructions and projects;

- Ability to communicate project objectives and results.

The following will also contribute to the final mark:

- Participation in the activities proposed during lectures;

- Participation in recommended initiatives aimed at strengthening complementary skills (e.g. creative-productive or soft skills);

- Participation in initiatives in partnership with companies within the framework of vocational guidance, in the specific areas of the course.

The assessment criteria for each activity will be detailed at the start of the semester and published on Blackboard.

***NOTES AND PREREQUISITES***

In order to benefit from the course, students require:

Basic knowledge of narratology;

Basic knowledge of massmediology;

Students who have not previously taken courses in these areas are encouraged to read the following texts before starting the course:

Basic knowledge of narratology: C. Vogler, *Il viaggio dell'eroe.* *La struttura del mito ad uso di scrittori di narrativa e di cinema*, Dino Audino Editore, Rome 2010.

Basic knowledge of massmediology: H. Jenkins, *Cultura convergente,* Apogeo, Milan, 2007.

Students also require good knowledge of the contemporary collective imagination, and an interest in television series, cinema, genre literature and video games. In general, they require strong curiosity about contemporary narration and narrative contexts.

At the start of the course, students can take a self-assessment; opportunities to build on any areas and skills will follow.

Enrolment on the course Blackboard page is mandatory for all students. Information about any initiatives, meetings, workshops and other activities related to the course will be provided via the “*avvisi”* function on Blackboard.

Students who for reasons they can justify related to their studies are unable to attend the course must contact the lecturer at the beginning of the semester to arrange a supplementary or replacement exam syllabus.

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.