# Theories and Techniques of Media Communication (with Workshop)

## Prof. Marco Lombardi; Prof. Barbara Lucini

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

The course will provide the student with a basic knowledge of the media system, with many references to current problems, to promote an effective interpretation and analysis of these phenomena. In particular, at the end of the course, students must be able to: demonstrate knowledge of the main theories of communication, including from a historical perspective; and develop independent interpretations of communicative phenomena in a media context from a perspective of “problem solving".

Intended learning outcomes are as follows:

* knowledge and understanding: students must demonstrate basic knowledge of the theories of communication and the issues at the heart of their historical and contemporary developmentpoi;
* applying knowledge and underpoistanding: students must demonstrate their ability to apply these theories to minor communicative strategy issues;
* independent judgement: students must demonstrate that they have acquired a capacity for analysis and original thinking in relation to the issues covered on the course, particularly as regards cases and materials discussed in class;
* communication skills: students must be able to integrate discipline-related concepts and terminology into well-structured discourse with effective use of language;
* learning: students must demonstrate that they have learned the main features of the various communicative approaches, as well as their similarities and differences.

***COURSE CONTENT***

The questions faced arise from the complexity of the media scenarios offered each day across the world. From this perspective, and after gaining an understanding of the influence of the media on society, their specific features and effects in light of the theories of communication, we will delve deeper into the techniques and strategies that particularly interest the press, radio, television and the digital technologies, with a particular focus on communicative practices on social media.

***READING LIST***

M. Sorice, *Sociologia dei mass media,* Carocci, Rome, 2009 and subsequent editions.

Other texts to be identified by the lecturer during the course and detailed on the course *Blackboard* page.

Lecture notes and further reading available on the course *Blackboard* page constitute an integral part of the exam syllabus.

The material for the semester-long course (6 ECTS credits) is limited to the study of the volume by M. Sorice and the lecture notes.

***TEACHING METHOD***

Classroom lectures, including talks by professional communication experts; the course is completed by a compulsory workshop (14 CFU).

***ASSESSMENT METHOD AND CRITERIA***

The exam is carried out in oral form. Students will be assessed on their knowledge and skills as follows: 1) learning: verification and assessment of knowledge acquired through a discussion on the main theories and methods studied; 2) analysis: verification of the ability to analyse and critically interpret contents and knowledge acquired; 3) argumentation: use of suitable vocabulary and code for the subject. The final mark will reflect learning (50% of the mark), analysis (30% of the mark) and argumentation (20%).

***NOTES AND PREREQUISITES***

As this is an introductory course, there are no prerequisites.

Students taking a semester-long module (6 ECTS credits) must follow semester 1.

The instructions for attending the workshop will be provided at the beginning of lectures.

Attendance is strongly encouraged. The updated syllabus, reading list, instructions and other documents will be published on the course Blackboard page. Changes to the timetable, information on the exams etc. will be communicated via *Blackboard* and the students’ university email address.

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.