# Theory and Techniques of Image Promotion

## Prof. Carla Maria Bino; Prof. Simona Baroni

Module 1 *Prof. Carla Maria Bino*

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

The first module aims to provide students with the theoretical and cultural coordinates needed for the study of image-promotion techniques which will be studied more in-depth in the second module. The first module may also be taken as a single-semester course in its own right.

At the end of the module, students will be able to identify the main historical-theoretical milestones that have changed the image and vision relationship within Western culture, appreciating its anthropological, social and political dimensions. In addition, they must be able to recognise the dynamics of the gaze between fruitful spectatorship, performative interaction and immersive experience.

***COURSE CONTENT***

The module aims to explore more deeply the cultural dimension of images and vision in reference to some key moments of the visual culture of the Western world.

STUDENTS NOT ATTENDING LECTURES

Non-attending students are invited to agree the course programme with the lecturer.

***READING LIST***

A. Pinotti, A. Somaini, *Cultura Visuale. Immagini, sguardi, media, dispositivi*, Einaudi, 2016.

L. Malavasi, B. Grespi, *Dalla parte delle immagini. Temi di cultura visuale*, McGraw–Hill 2022.

M.–J. Mondzain, *L’immagine che uccide. La violenza come spettacolo dalle Torri Gemelle all’Isis*, EDB, 2017.

G. Lipovetsky, J. Serroy, *L’estetizzazione del mondo. Vivere nell’era del capitalismo artistico*, Sellerio, 2017.

The above reading list constitutes a general framework within which students will be guided in their studies, with also the support of materials provided in class and made available in the lecturer's virtual classroom.

***TEACHING METHOD***

Lectures.

***ASSESSMENT METHOD AND CRITERIA***

An oral examination. The final assessment will take into account the student's knowledge of the indicated reading list and their critical processing capacity.

***NOTES AND PREREQUISITES***

The module has no prerequisites in terms of content. Students are nevertheless expected to demonstrate an interest in and intellectual curiosity about the subject.

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.

### Module 2 (Prof. Simona Baroni)

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

The second module aims to explore and study the key features of integrated communication and image promotion and brand management for a specific company, body, institution, leader, or public figure. The module aims to provide students with the theoretical coordinates and techniques that will allow them to have an in-depth view of the world of communication and the professional figures that are part of it. They will therefore be able to enrich their academic career with a theoretical / practical knowledge of the activities that make up the ecosystem of business communication.

***COURSE CONTENT***

The module aims to study the declinations and tools of integrated communication and to provide adequate knowledge to be able to operate in the field of communication and public relations, as well as to deepen the historical aspects related to the birth of public relations and the development of digital communication.

***READING LIST***

R. Romoli Venturi – C. Casalegno – P. De Palma, *Comunicazione integrata e PR: istruzioni per l’uso,* Franco Angeli, 2014

P. Kotler – S. Hollensen – M.O. Opresnik, *Social Media Marketing – Marketer nella rivoluzione digitale,* Hoepli, 2019

I. Calvino, *Lezioni americane – sei proposte per il prossimo millennio,* any edition

***TEACHING METHOD***

Classroom lessons that in some cases will see the presence of external witnesses, experts in different sectors and with professional competences related to the world of communication.

***ASSESSMENT METHOD AND CRITERIA***

Oral exam based on the topics explained during the course. Therefore, students will be assessed on their knowledge of the subject. Students who want to present an in-depth study on a topic of their choice will be able to do so, taking into account that, however, the exam includes questions relating to the entire course.

***NOTES AND PREREQUISITES***

The module has no prerequisites in terms of content. Students are nevertheless expected to demonstrate an interest in and intellectual curiosity about the subject. Attendance is recommended so that students can interact and engage more broadly and profoundly with the lecturer and the topics addressed.

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.