# Theory and techniques of cultural information

## Prof. Edoardo Castagna

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

The course plans to introduce the students to the objectives and practices of cultural information in its current forms (print, radio and television, and online journalism). Three main guidelines will be explored: historical evolution, with particular regard to transformations of cultural journalism from the eighteenth-century origins to the current situation; linguistic structure, by the analysis of the different communication and storytelling styles, in dialogue with both the literary tradition and technological innovation; material component, decisive in the circulation and sharing of ideas from movable type printing to digitization. By the end of the course, students will have acquired the knowledge to be able to form a critical vision of contemporary cultural information, linking them to the specific disciplinary fields within their degree programme.

***COURSE CONTENT***

The origins and development of the cultural industry, the value of cultural consumption, establishment, development and collapse of the “Third Page”. Factors and criteria of interest within cultural information and its sources. Different genres of cultural information: news, reviews, reporting, cultural review columns, commentary, interviews, investigation. Cultural information within the press (daily and weekly, with a particular focus on the cultural inserts of the main newspapers), on the radio, on television and online. Students will then study certain specific “fields” of Italian cultural journalism and there will also be guest speakers from specific realms of journalism: music critics, film critics, television critics, press offices. Lecture time will also be devoted to reading and commentating the cultural pages in national papers.

***READING LIST***

Compulsory reading for exam preparation:

Clotilde Bertoni, *Letteratura e giornalismo* (Carocci, 2009) oppure Daniela Marcheschi (ed.) , *Letteratura e giornalismo* (Marsilio, 2017)

Giorgio Zanchini, *Leggere, cosa e come. Il giornalismo e l’informazione culturale nell’era della rete* (Donzelli, 2016)

Non-attending students should choose an additional text to supplement the compulsory reading list from the following list:

Honoré de Balzac, *I giornalisti* (Medusa, 2016)

Walter Benjamin, *L’opera d’arte nell’epoca della sua riproducibilità tecnica* (Einaudi, 2000)

Kate Eichorn, *Content. L’industria culturale nell’era digitale* (Einaudi, 2023)

Andrew Kreen, *Dilettanti.com. Come la rivoluzione del web 2.0 sta uccidendo la nostra cultura e distruggendo la nostra economia* (DeAgostini, 2009)

***TEACHING METHOD***

Classroom lectures alternated with moments of joint work in the form of an extended seminar. Meetings with specialized journalists are foreseen.

***ASSESSMENT METHOD AND CRITERIA***

Oral examination based on a first part evaluating the reading knowledge and a second part on the subjects discussed during the lectures and on the material commented in lectures and made available to students as handouts.The final mark will be the reasoned average of the two parts results.

***NOTES AND PREREQUISITES***

Students are expected to have good knowledge of 20th-century culture.

***TIME AND PLACE OF RECEPTION OF STUDENTS***

Edoardo Castagna receives students at the end of the lessons or by appointment via e-mail at edoardo.castagna@unicatt.it.