# Research Methods on Media Production and Consumption

## Prof. Anna Sfardini

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

The course aims to address the field of the media industry from the perspective of empirical research, identifying the analytical approaches, methodological perspectives and the most appropriate investigative tools for the different processes of production, circulation and media consumption examined on the course. By the end of the course, students will be able to identify a research object within the audiovisual production and consumption circuit, define the most appropriate research questions, construct and develop a suitable research outline to answer the questions raised and refine data collection tools (such as desk analysis grids, questionnaires and interview guides). The skills learned will also be useful for organising and drafting a paper or research report.

***COURSE CONTENT***

The course will be structured so as to engage students in defining and conducting lines of research to be carried out in teams and based on clear briefs, presented to students by guests from the media industry sector playing the role of research contractors. The course themes relate to specific aspects of different areas of the contemporary audiovisual sector and therefore require different approaches and the construction of different investigative techniques and tools, such as monitoring the production of audiovisual content, the use of audiovisual archives, the analysis of media representation, and empirical studies on contemporary audiences.

***READING LIST***

G. Avezzù (2021), *Cinema regionalpopolare. Fattori d’attrazione del consumo locale dei film italiani (2000-20)*, *Mediascapes Journal*, (17), 16–33: https://rosa.uniroma1.it/rosa03/mediascapes/article/view/17588

AA.VV., *Comunicazione, media, turismo. Lo sviluppo di notorietà e attrattività delle destinazioni turistiche italiane*, CeRTA, Cattolica per il turismo, Publitalia 80, 2021:

<https://centridiricerca.unicatt.it/certa-Scenari_e_sfide_per_il_turismo_post_pandemia_volume_CMP.pdf>

S. Bentivegna-G. Boccia Artieri *Le teorie delle comunicazioni di massa e la sfida digitale,* Laterza, Roma-Bari, 2019.

S. Bentivegna-R. Rega, (2020), *I discorsi d’odio online in una prospettiva comunicativa: un’agenda per la ricerca*. *Mediascapes Journal*, (16), 151–171: https://rosa.uniroma1.it/rosa03/mediascapes/article/view/17201

L. Bertoloni (2021), *Iconodemia della musica pop italiana: pratiche di visibilità audiovisiva e performativa nell’immaginario pandemico*, *Mediascapes Journal*, (17), 51–63: https://rosa.uniroma1.it/rosa03/mediascapes/article/view/17591

P. Carelli, M. Galli, M. Scaglioni, A. Sfardini, (2022). *Per un atlante delle distopie mediali: coordinate, traiettorie, occorrenze*, in D. Palano (A cura di), *Il futuro capovolto. Per una mappa degli immaginari distopici del XXI secolo*(pp. 117-162):

https://www.unicatt.it/uc/atlantedistopiemediali-ebookPalano\_Polidemos5\_2022.pdf

***TEACHING METHOD***

The course takes place through frontal lectures and research projects to be carried out in groups. Attendance in lectures is therefore strongly encouraged.

Lecture notes, further reading and materials presented during the course will be provided through the Blackboard platform.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed by means of an oral exam aimed at verifying their learning and their ability to apply the research methods and techniques studied: the topics covered in the exam will relate to the texts on the reading list. Attending students will have the option of presenting their own research project on a topic agreed in advance with the lecturer, as an alternative to studying two essays in the reading list (those by S. Bentivegna-R. Rega and L. Bertoloni).

***NOTES AND PREREQUISITES***

The teaching material produced during the course and any other materials relevant to exam preparation will be made available on Blackboard. More detailed guidance on additional reading and study material will be provided by the lecturer in class and on Blackboard.

There are no prerequisites for this course in terms of contents. Students are expected to be interested in media communication analysis and audiovisual research.

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.