# Anthropology and communication

## Prof. Giacomo Samek Lodovici

Module 1: *Prof. Giacomo Samek Lodovici*

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

Who are we humans? Are we beings bestowed with unique prerogatives that distinguish us from other living beings? What is culture and communication, from an anthropological point of view? What are the main communication manipulations that we undergo on a daily basis in mass media and digital society? What is the correct relationship between people and the land? How can a person carry out their work ethically and what are the main features of an ethical economy and fair profit? How can work be ethically reconciled with rest and leisure?

This course aims to stimulate anthropological, ethical and philosophical responses to such questions and other related ones. By the end of the course, students will know and understand some basic arguments on these subjects.

In this way, students will be better able to understand – anthropologically, ethically and philosophically – themselves, their lives, their work, their free time, their relationships with the environment, etc.

They will also be able to express themselves critically on these issues and, to the extent that they consider the reflections made during the course beneficial or not, will improve their lives by making them more fruitful, and will have a clearer idea on whether and how to reinforce or modify some of their choices and behaviours, by applying these concepts in practice.

Moreover, by the end of the course, students will have the conceptual tools to: refine their independence of judgement, critical sense, and their understanding of contemporary culture; engage in social debates, participate in public life, and be freer and happier (which is one of the objectives of ethics).

***COURSE CONTENT***

The course will address, by way of example only, the following topics: the foundations of philosophical anthropology (reason, will, freedom and what enhances it, love, emotions, interpersonal relationships, etc.), including a human-animal and a human- artificial intelligence comparison; some basic ethical concepts (good/evil, meaning of life; responsibility, virtues, happiness, etc.); the question of truth; the nature of culture and its main components (language, customs, moral values, etc.); language manipulation; the person and their actions; work, rest, otium and celebration; man, travel, tourism; person, nature, environment and territory.

***READING LIST***

F. Russo, *Antropologia filosofica. Persona, libertà, relazionalità*, EDUSC, Rome 2021 (certain parts, to be specified in lectures)

M. Tanca, *Geografia e filosofia. Materiali di lavoro*, FrancoAngeli, Milan 2012 (certain parts, to be specified in lectures)

N.B.: The reading list will be provided during the course.

***TEACHING METHOD***

Classroom lectures (including through the use of multimedia tools and the Blackboard platform) delivered both in frontal format and through group discussions. The lectures will set out the theoretical framework (including through case studies and in any case by giving several concrete examples) to address the issues in question; discussions aim to stimulate the ability to engage in dialogue, to argue and to take a critical perspective.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed by means of an oral exam (marked out of 30) on their acquisition and understanding of the contents of the course.

The exam will consist of four or five questions, of roughly equal weight, on the content in the syllabus. They are designed to assess students’ knowledge of the subject and their presentation and analytical skills.

The final mark will take into account (in particular) the accuracy of the answers, but also (to a lesser extent) the ability to justify arguments and judgements during the exam.

The course takes place in semester 1 and the mark obtained will be averaged with that for Module 2 of the *Communication, Culture and Territory* course, held by Prof. Paolo Carelli in semester 2.

***NOTES AND PREREQUISITES***

There are no prerequisites for this course.

N.B.: The reading list is provisional and will be confirmed during the course.

Further information can be found on the lecturer’s webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENGor on the Faculty notice board.