# Communication, Culture and Territory

## Prof. Giacomo Samek Lodovici; Prof. Paolo Carelli

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.

Module 2: Prof. Paolo Carelli

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

The course aims to provide the basic theoretical elements for understanding the new forms of cross-pollination between places and cultures in light of the upheavals and transformations of society in the arena of digital communication. Communication and the media, in particular, contribute to reshaping the boundaries of local and national communities by fostering the emergence of “new geographies” of the production, distribution and consumption of media and audiovisual content. In this context, the very concept of place and territory is invested with new meanings that produce new practices and experiences with reflections in the sectors of tourism, cultural heritage and creative industries.

*Knowledge and understanding*

By the end of the course, students will know and be able to understand the dynamics that characterise the renewed interest in the “territory” on the part of institutional and commercial entities, understood as an element endowed with multiple identities and varied imagery, and how communication acts as the main driver of this process.

*Ability to apply knowledge and understanding*

By the end of the course, students will be able to handle the most effective analytical tools for interpreting techniques and practices for communicating about territories, including and especially in terms of tourism promotion and enhancing sustainability.

***COURSE CONTENT***

The course will be structured around some basic thematic and conceptual nuclei that define the three pillars of communication, culture and territory, such as: territorial marketing, place branding, proximity tourism, sustainable tourism, and experience. There will be a particular focus on defining the functions and languages of communication and the key dynamics of the tourism sector. Lectures will address several significant case studies on the cultural construction of the image and identity of places and territories through communication and media.

***READING LIST***

CeRTA – Centro di ricerca sulla televisione e gli audiovisivi (in collaboration with Cattolicaper il Turismo e Publitalia ’80), *Comunicazione, Media e Turismo*, research report (three years, 2021; 2022; 2023). A summary of the research will be made available by the lecturer.

Paolo Carelli – Maria Paola Pasini (eds.), *Green Italy* (provisional title), Vita e pensiero (2023, forthcoming)

Details of further reading material will be provided during the course.

***TEACHING METHOD***

The course includes lectures and analyses of significant cases of the renewed centrality of territories and their cultural expressions in contemporary society. Attendance in lectures is therefore strongly encouraged. Lecture notes and additional in-depth materials will be provided by the lecturer during the course and made available to students on the Blackboard platform.

***ASSESSMENT METHOD AND CRITERIA***

The final exam will be oral and is designed to assess the knowledge and competences acquired during the course, through a minimum of three questions. In particular, the exam will assess students on their knowledge of the topics covered during the course, their ability to understand and make connections between the different concepts learned, and their use of the appropriate scientific and professional vocabulary. Students will be given the opportunity to carry out project work on a specific topic from the course, to be agreed with the lecturer; the project work is worth 50% of the final mark. The overall course mark will be the average of marks from this module and Module 1completed in semester 1.

***NOTES AND PREREQUISITES***

The course has no specific prerequisites. Students are expected to be interested in and curious about the world of communication, tourism, and the relative connections and areas of cross-pollination.

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.