# Workshop on Media Analysis

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## **WORKSHOP AIMS AND INTENDED LEARNING OUTCOMES**

The “Media Analysis” (MA) workshop aims to stimulate greater operational awareness on some aspects of media in today's society, with particular reference to emerging digital issues.

The *background* of this study path originates from social research and marketing and communication consultancy. The general objective is to read the media with a strategic approach, exploring some possible answers to the question: “*What are the analyses that an organisation (educational, social, corporate) can conceive, design and implement to achieve its objectives through the media?*”

The intended learning outcomes are:

– greater awareness in reading the objectives of those who “use” the media (through data, research, scenarios);

– conception/writing/use of “media maps” through the main research approaches.

***DESCRIPTION OF THE ACTIVITIES***

The workshop includes five meetings during which theoretical, practical, reflective, and experiential activities alternate, and it takes place in five stages:

– the media system (Scenario);

– classic media analyses and research studies (Maps and territories);

– digital evolution (immersive digital and new paradigms);

– behaviour analyses and research studies on the media (Behaviour);

– the future of the media (Anticipation and Futures).

During the meetings:

– the classroom is “created”;

– methods and concrete cases are shared from the field of professional research but also applicable in the training field;

– practical exercises are carried out in group in the classroom and between one lesson and another on research approaches and techniques (theoretical foundations, design, execution, analysis) that students can repeat in a study or professional context.

***TEACHING METHOD***

The workshop includes:

– the use of interactive platforms during lessons to give and receive feedback in real time;

– carrying out group work during lessons and at home, in the break between lessons;

– the presentation of the results of the works during lessons and sharing the feedback.

At the end of each phase, participants share impressions and questions on the impact that the topics discussed could have in a professional context.

The Blackboard platform allows the retrieval of teaching materials, all notices and information on the course. Students are invited to promptly register for the course on Blackboard (https://ilab.unicatt.it/ilab-ilab-ificazione-corsi) and to constantly monitor their *iCatt* email account.

***ASSESSMENT METHOD AND CRITERIA***

The workshop is characterised by a blended system and has a duration of 25 hours, 15 of which will be face-to-face hours and the remaining 10 hours will be online work, scheduled in 5 modules of 3 hours each.

The workshop can be validated after verifying the students’ attendance at classroom activities (75%) and the performance of the e-activities (delivery of the two planned e-tivities).

***NOTES AND PREREQUISITES***

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.