# Languages and Creativity in Media (with Brand Entertainment)

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

The course aims to provide students with a general understanding of the functioning of media languages, with particular reference to two different phenomena:

* Unscripted Entertainment
* Branded Entertainment

Moreover, through a focus on the format industry, the course will implement an in-depth analysis of the economic, technological and legal aspects of the innovation system.

At the end of the course, students will be aware of the implications between innovation and industrial context and learn how to master storytelling without scriptwriting; furthermore, students will be able to successfully recognise and analyse Branded Entertainment projects.

***COURSE CONTENT***

Module A

Formatting, gamifying, constructing celebrities and structuring reality are among the most powerful tools to build up consistent characters and storylines in unscripted entertainment, as well as granting solid engagement to the audiences.

Exemplary cases will be illustrated; gamification and formatting techniques will be deepened. In addition, heuristic ideation models will be provided and tested.

Attention will be particularly focused on the relationship between the globalisation and localisation of ideas; on the impact of modern distribution platforms; on the opportunities provided by new productive models.

The course will include practical activities developed as team activities.

Module B

The course offers an introduction on Branded Entertainment’s main characteristics, including differences between BE, Advertising and Product Placement.

After that, the course will focus on how Branded Entertainment can be developed through several different channels such as TV, Cinema, Social Media, Radio and Podcasts, to name a few.

The lessons will also provide some practical group activities and case studies.

***READING LIST[[1]](#footnote-1)***

For *non-attending* students:

Jean K. Chalaby, *The format age: Television's Entertainment Revolution,* Polity Press, 2016.

Graeme Turner, *Understanding celebrities,* Sage, 2014.

Yu-kai Chou, *Actionable Gamification: Beyond Points, Badges and Leaderboards,* Packt Publishing, 2019.

***TEACHING METHOD***

Frontal lectures, supported by slides, videos, meetings with external speakers.

In-depths documents will be made available on BlackBoard platform.

During the course, group projects, pitching, analysis activities as well as individual exercises will also be organised.

Lessons and exams will be in English.

***ASSESSMENT METHOD AND CRITERIA***

Module A (70%)

The overall assessment of *attending* students will take into consideration the following factors: level of interaction and assignments during lectures; collective project works; roleplay commissioning phases and pitching. individual work on critical analysis of a format.

*Non-attending* students shall take an oral exam on all the books in the reading list.

Module B (30%)

Both *attending* and *non-attending* students will have to present a short analysis made on a Branded Entertainment project. Further information will be given during the lessons.

***NOTES AND PREREQUISITES***

There are no specific prerequisites for attending the course. However, students need to show interest in the topic and a basic knowledge of TV history and language.

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)