PROGRAM
INNOVATIVE TECHNOLOGIES FOR DIGITAL COMMUNICATION
CURRICULUM: INNOVATION AND DIGITAL
A.Y. 2023/2024

Course	Sociology of media and communication
Modules	No
ects (cfu)	6
hours	36
year running	first
semester	first
lecturer	Valentina Fedele
e-mail	v.fedele@unilink.it
consultation time	After class or by appointment previously arranged by e-mail

LEARNING AND SKILLS OUTCOMES

The aim of the course is to provide students with the general knowledge to recognise different dimensions of the complex relationship between media and contemporary social and cultural processes. At the end of the course, students have to:

1. **KNOWLEDGE AND UNDERSTANDING**: be able to understand the main languages of media and communication and to manage the main theoretical and analytical tools, allowing them to identify relevant dimensions of the relationship between media, society and culture, with a specific focus on the construction and deconstruction of differences in contemporary media.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING**: be able to understand the main processes and mechanisms underlying media and communication in the contemporary era and to analyse media contents, understanding them in their ecological relationship.
3. **MAKING JUDGEMENTS**: be able to reflect independently on the evolutions in the relationship between media and society and on the main contemporary communication phenomena, as well as to critically identify social and cultural models, produced and reproduced through the media, defining their impact.
4. **COMMUNICATION SKILLS**: be able to learn and correctly apply specialised terminology.
5. **LEARNING SKILL:** be able to adopt a critical learning method will be developed, useful for connecting theoretical tools and empirical analyses and developing an autonomous thought.

PRE-REQUISITE QUALIFICATIONS

No preparatory requirements are foreseen.

COURSE DETAILED CONTENTS

The course is organised into three thematic parts, within which the following topics are addressed:
1) Elements of the media: historical evolution and social dimension of media technologies; organisation and governance of the media industry; socio-economic elements (advertising, sponsors and direct user payments); media contents (semiological approaches, discourse analysis, content studies, encoding and decoding model, critical dimensions of digital participatory culture); introduction to internet studies.
2) Sociological theories on communication: from the analysis of traditional media to the theories on media effects; the cultural industry and the Frankfurt school; consensus building; the spiral of silence; media, participation and democracy; agenda setting and news-making; media dependency theory; cultivation theory; visual cultural studies and visual sociology.
3) Media and identity: construction and de-construction of difference in contemporary media; communication and creation of imagery; homogenisation, individualisation, stigmatisation; ethnic

difference in the media (stereotyping, segregation, media and migration); media and gender (male and female in the media; the representation of LGBTQIA communities); forms and strategies of deconstruction.

TEACHING METHODS

Teaching methods include lectures in which the teacher will explain the topics of the course, peer learning through discussion and workshop, including presentation of group research work. The course also use visual tools - as videos and episodes of TV series - collectively analysed though specific theoretical and methodological approaches.

TEACHING MATERIALS

Students are required to prepare for the examination by integrating the teaching materials discussed during the in-class lectures with the following compulsory textbook:
Hodkinson, P. (2017), Media, Culture and Society (2nd edition), Sage: London, pp. 326.

FINAL EXAM

The exam consists of an oral discussion concerning the indicated texts and the material of the course. Its aim is to verify students' mastery of the subject, specific linguistic skills and the main components and applied theories of analysis on the relationship between media and society. In particular, the exam evaluates the level of learning of basic theories and concepts and the ability to critically analyse the issues covered during the course, as well as to independently apply the knowledge acquired to reflect on the relationship between media, culture and society.

ASSESSMENT METHODS

Assessment methods concern:
1. **KNOWLEDGE AND UNDERSTANDING**: the exam evaluates the acquisition of notions related to the topics of the course programme.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING**: the exam evaluates the ability to apply the tools acquired to media analysis.
3. **MAKING JUDGEMENTS**: the exam evaluates the ability to independently carry out critical readings of the relationship between media and society and their consequences.
4. **COMMUNICATION SKILLS**: the final exam will evaluate the terminological skills and the ability to effectively present the topics studied.
5. **LEARNING SKILL**: the final exam will evaluate the ability to elaborate on the topics.

MARKING CRITERIA

The final vote, expressed out of thirty, will be awarded according to the following criteria:
• 18-21: basic acquisition and application of knowledge; basic capacity for autonomous reflection; basic specific language skills.
• 22-24: good acquisition and application of knowledge; reasonable capacity for autonomous reflection; average specific language skills.
• 25-27: more than good acquisition and application of knowledge; good autonomy in reflection; good specific language skills.
• 28-30: excellent acquisition and application of knowledge; autonomy in critical reflection; excellent specific language skills.