



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Sociologia della Comunicazione

1920-3-E2001R005

Course title

Mass media communication and sociological imagination.

An introduction to the sociology of communication, with particular attention to the role of (mass & new) media for sociological imagination.

Topics and course structure

In Part One, after the introduction of some general concepts of communication (double containment between communicative and social phenomena, public opinion, limits of the "naive model", sociological imagination, etc.) the main theories on mass communication are discussed.

Part Two deals with the concept of sociological imagination, that is, the ability to conceive every situation and behavior along three dimensions: the biographical path of individuals, the processes that characterize the specific social form in which social life takes place and the long-term historical dynamics that make up the cultural heritage of humanity in general. In this way, the main references of a cultural conflict that serves as a backdrop to contemporary culture are enumerated. Finally, a communicational model for knowledge-society is presented.

Objectives

The course aims to provide the indispensable foundations to understand the communicative processes and to develop an adequate sociological awareness and reflection in communicative practice within the complex and rapidly changing society in which we live. After the methodological assumption that knowledge should not (idealistically) be understood as theoretical contents abstract from practice, as well as the practice of intersubjective understanding and intercultural communication should not be understood (positivistically) as detached from theoretical values about the *individuals* who lead it, *processes and social institutions* in which it occurs and the *cultural models* that are active in the background, will be developed a circulatory approach to complexity, aimed at

socio-cultural innovation. Learning will be guided both through the theoretical foundations of communication (intercultural and non-intercultural), and through the critical examination of current cases. Particular attention will be paid to sociological imagination and innovation.

Methodologies

Online and offline teaching materials

Le videolezioni sono considerate obbligatorie per sostenere l'esame da frequentante.

Programme and references for attending students

Programme and references for non-attending students

Assessment methods

Office hours

Programme validity

Course tutors and assistants
