



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Estetica

1920-2-E2001R006

Course title

GADGET: A MATTER OF FEELING

Topics and course structure

The starting point for Aesthetics is *feeling* (greek: *aisthesis*). We, as subjects, feel, and for feeling we usually mean “emotional or ethic contents in our mind” (Devoto, Oli, 1971).

However, we must now recognize that our feeling (Kant: *Gefuehl*) is broadly a result of several operations managed by mass-media communication and its devices – instead of a property of a subject and its inner nature.

We can therefore suppose that collective feeling may be a product of a *feeling-machine*, i.e. a device producing enjoyment and desire as source of economic value. This course displays structure and operations of this feeling-machine, that is at the same time aesthetic and economic, and whose main products we can define as *symbolic goods* (P. Bourdieu) or, in other words, as *gadgets* : “funny, bizarre and fool – but useless - things” (Zingarelli, 1983).

The course consists of four main parts:

- Aesthetics as a theory of feeling: Aristoteles to Kant

- Ontology of feeling: Heidegger and Deleuze on Kant
- Political economy of feeling: Marx on *automaton* and fetishism
- Feeling machine and its product, or deployment of gadget-economy

Objectives

To become acquainted with cultural scenarios and references;

To achieve reasoning and debating capabilities about explained themes and subjects

Methodologies

Frontal Lesson

Collective training experience

Film and Video projections

Online and offline teaching materials

- Dispense (disponibili da febbraio 2020 presso FRONTERETRO, Viale Sarca 191)
- Carmagnola – *Essere e gadget* – Meltemi, Milano (disponibile da novembre 2019)
- Codeluppi, V., 2003, *Il potere del consumo. Viaggio nei processi di mercificazione della società*, Torino, Bollati Boringhieri

Programme and references for attending students

Programme and references for non-attending students

Assessment methods

Oral conversation

Office hours

tuesday 10.30-12.30 a.m. or by mail request

Programme validity

Course tutors and assistants
