



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Comunicazione, Negoziazione e Nuovi Media

2021-1-F8701N075

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#### Learning objectives

The course guides students in exploring the main conceptual and methodological tools of sociology of media and communication, and in applying them to the analysis of socio-cultural changes in contemporary society.

#### Contents

The course has three parts. The first discusses the main theories in the field of sociology of media and communication. The second part focuses on the relation between media and everyday life. The third part focuses on cultural representations and the negotiation of meanings in the process of communication.

Specific attention is given to gender, class, age/generation, and cultural/ethnic/color differences as key dimensions for the sociological analysis of media contents and communication processes.

#### Detailed program

The structure of the course entails three parts:

- 1) Introduction to sociology of media and communication. Critical overview of the debates in the field and discussion of the main concepts and theories guiding the sociological analysis of contemporary communication processes. This part will include a discussion of interpersonal and mediated communication, mass media, digital media, among other topics.
- 2) Media and everyday life. Focus on issues related to (unequal) access to, and the use of, media and communication technologies, as well as to their intergration into people's everyday lives (particularly in relation to youth, women and racialized subjects). Changes in terms of identity construction, social relations, knowledge construction and distribution, reproduction and resistance to gender-based violence, and forms of civic-political

participation will be discussed.

3) Cultural representations and negotiation of meaning. Focus on the processes of construction, negotiation and contestation of cultural meanings associated to media and communication contents. Special attention will be given to the construction and contestation of gender, cultural, class differences and to racialization processes.

In each part there will be presentations and discussion of theoretical texts as well as of empirical case studies, research examples and media and audio-visual materials.

## **Prerequisites**

Learning disposition; written and oral communication skills; comprehension of academic texts (in Italian and English); understanding of the teaching language (Italian) for attending students.

## **Teaching methods**

Frontal lectures; presentations and discussion of readings and case studies; seminars with invited experts. Students are invited to actively contribute with critical questions and comments to the classroom discussion.

For the academic year 2020/21 the course will be entirely taught online, with recorded lectures that will be made available on the e-learning platform and streaming lectures and conferences on the Webex platform. This choice has been made in order to facilitate both the students and the professor in planning their activities in times of uncertainty, to allow a better conciliation between work, care, study and life, and to reduce our impact on public mobility. We all can do our best to ensure a good learning experience either if without the physical presence in the class.

Nowwithstanding this, the first lesson could be given in presence, if the public health and mobility conditions will allow to.

## **Assessment methods**

**Attending students:** Presentation of a reading to the class + oral exam

**Non attending students:** Oral exam

Under Covid-related health emergency, the oral exams will be online. They will take place through the Webex platform; the link will be published on the e-learning platform and will also be accessible to potential audience.

## **Textbooks and Reading Materials**

### **ATTENDING STUDENTS**

**Compulsory** textbook:

1) **Paccagnella L. 2020, Sociologia della comunicazione nell'era digitale, Il Mulino.** (ebook available)

**Additional** readings (nonobligatory):

2) **Hall S. 1997, Representation, Cultural Representations and Signifying Practices. Sage.** Introduction + Chapter 1.

3) **Arvidsson A, Delfanti A. 2016, Introduzione ai media digitali. Seconda edizione. Il Mulino.**

**Further** readings for attending students will be detailed at the beginning of the course.

## **NON ATTENDING STUDENTS**

**Compulsory** textbooks and readings:

1) **Paccagnella L. 2020, Sociologia della comunicazione nell'era digitale, Il Mulino.** (ebook available)

2) **Hall S. 1997, Representation, Cultural Representations and Signifying Practices. Sage: Introduction & Chapter 1.**

3) **One** book (or special issue/group of articles) among the following ones:

**a) “Questioni di genere nel giornalismo italiano”, special issue of "Problemi dell'informazione" 3/2015.** Compulsory parts if you choose this reading: “Introduzione” (Buonanno); “Il 2015 e l'alleanza globale su Media e Genere” (Padovani); “Donne nel giornalismo italiano” (Azzalini); “Al fronte ma non sulla front page” (Buonanno); “Donne politiche sulla scena dei media” (Capecchi); “Tag femminicidio” (Giomi); “Tra donne panda e mainstreaming di internet” (Comunello); “News media: quale rappresentazione femminile?” (Azzalini). Accessible from the library website.

**b) Carter C., Steiner L., McLaughlin L. 2014, The Routledge Companion to Media & Gender. Routledge.** Compulsory parts if you choose this reading: Introduction “Re-imagine media and gender” (Carter et al: solo pagg. 1-3); Chapter 1 “Media and the representation of gender” (Gallagher); Chapter 2 “Mass media representation of gendered violence” (Cuklanz); Chapter 6 “Historically mapping contemporary intersectional feminist media studies” (Molina-Guzmán & Cacho); Chapter 17 “Girls’ and boys’ experiences of online risk and safety” (Livingstone et al); Chapter 26 “A nice bit of skirt and the talking head” (Ross); Chapter 56 “Policing the crisis of masculinity” (Malin); Chap 58 “Intersectionality, digital identities, and migrant youths” (Luers & Ponzanesi). Suggested (nonobligatory): Chapter 16 (Lemish), Chapter 35 (Eltantawy). Ebook available

**c) Giuliani G. 2015, Il colore della nazione. Le Monnier.** Compulsory parts if you choose this reading: introduction + first part (pag. 1-139).

**d) Livingstone S. 2010, Ragazzi online. Crescere con internet nella società digitale. Vita e Pensiero.** Compulsory parts if you choose this reading: introduzione, capitoli 1, 2, 3 (pag 1-116), cap 5, 6 (pag. 149-220), cap 7 (255-285).

**e) Magaraggia M., Giomi E. 2017, Relazioni brutali. Genere e violenza nella cultura mediale. Il Mulino.** Compulsory parts if you choose this reading: Introduction, chapters 1, 2, 3, 4 (pag. 9-133).

**f) Noble S. U. 2018, Algorithms of oppression. How search engines reinforce racism. New York University Press.** Compulsory parts if you choose this reading: Introduction, chapter 1 and 2 (pag. 1-109). Ebook available.

**Additional readings (nonobligatory):**

**Arvidsson A, Delfanti A. 2016, Introduzione ai media digitali. Seconda edizione. Il Mulino.**

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