



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Laboratory 3 - Tecniche di analisi dei mezzi audiovisivi

2122-3-E4001N103

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#### Learning objectives

The training objectives of the workshop is: offer the theoretical and practical tools to orient oneself in the reading and interpretation of the communicative phenomenon of audiovisual media.

In particular, concerning the laboratory of Techniques for audiovisual media analysis, the training objectives are:

An introduction to the methodology of content analysis and the presentation of the basic concepts: the research project, the identification of a problem, the identification of the media corpus for the analysis, the "analysis unit" and the "classification unit", the content analysis as a survey;

Introduction to the methods of collection and processing of quantitative data;

Introduction to Framing theory: the frame setting and the relationship with the shaping of public opinion, the history of the concept of "frame" in psychology and sociology, through the works of Bateson and Goffman; the application of the concept of framing to the mass media analysis, by Entman and Gamson.

Introduction to the realization of a research project about media, and to the writing of a research report aimed at different target audiences.

#### Contents

#### Detailed program

#### Prerequisites

Basics of quantitative methodologies of social research.

**Teaching methods**

**Assessment methods**

**Textbooks and Reading Materials**

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