



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.

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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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