



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 3 - Tecniche di analisi dei mezzi audiovisivi

2122-3-E4001N103

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.

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
