



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Processi Culturali e Comunicativi

2122-1-E4001N071

Learning objectives

The module analyzes the role played by the cultural and communicative dimension within the company. Objective of the course is to improve technical and theoretical tools in order to understand the analysis of contemporary cultural and communicative phenomena.

Contents

The course is divided into 6 blocks. In the first block, an in-depth study on the origin of the concept of culture will be offered, while in block 2 an in-depth study of the main definitions that define its context will be offered. Block 3 will try to explain how society affects culture and, conversely, how culture can affect social dynamics. In block 4 we will propose some insights into dimensions such as food, the body, fashion that are determined by the concept of culture. Block 5 is dedicated to communicative processes. Finally, block 6 returns to the concept of culture and how socialization processes, families and schools are the basis of its formation.

Detailed program

The course is divided into 6 blocks.

In the first lesson the course will be presented, including the objectives, the expectations towards the students of the teacher and the expectations of the students towards the course. The rules for attending the course and

evaluation methods will be presented in the same lesson.

In the course, the following lessons will take place.

In the Block 1, an in-depth analysis will be offered on the origin of the concept of culture and, specifically, the birth of the concept, culture as a whole, the ways in which societies are structured on the basis of culture and, finally, the relative methods through which it is possible to study culture.

In the Block 2 it proposes an in-depth analysis of the main definitions that define the context of culture. Among the definitions we will deepen what is meant by cultural pluralism, subculture, popular culture, mass culture and how this concept is closely linked to that of generation. The second block is also linked to the deepening of "social classes" and how they are culturally defined: these represent a milestone in the studies of the social sciences. Finally, Block 2 will deepen the definitions that link to cultural identities and to the declination in terms of gender.

Block 3 will try to explain how society affects culture and, conversely, how culture can affect social dynamics. The theoretical approaches underlying the influences, in one sense and the other, will be the basis of the deepening of this block. A particular reference in the explanations of the dynamics of cultural influence certainly goes to religions and to economic and political developments and to how these structure societies.

In Block 4 we will propose some in-depth analyzes on the concept of culture and how this defines and structures dimensions such as food, body, fashion, symbolism, consumption and sport.

Block 5 is dedicated to communicative processes in line with the indication offered in the title of the course which, in addition to cultural processes, speaks of "communicative processes". The purpose of this block is to indicate how the concept of culture intersects with that of communication. Once this is done, some modalities will be offered that are linked to communication processes both in reference to more traditional media and to digital ones and new communication spaces. In this sense, an in-depth study on face-to-face communication will be proposed. At the end of the section, a more general reflection on the information and knowledge societies will be offered.

Finally, Block 6 returns to the concept of culture and how socialization processes, families and schools are the basis of its formation. At the end of the path of reflection on cultural and communicative processes, a reflection will be proposed on how the processes of globalization have profoundly influenced the more local cultural dimensions.

The face-to-face course will include in-depth articles strictly linked to the blocks proposed and presented in the classroom, on a voluntary basis, by the students.

Prerequisites

Ability to write a text with correct syntax, punctuation and grammar rules.

Teaching methods

The teaching method and the arguments which will be debated during the lessons aim to develop personal abilities in making good synthesis, thinking and constructing appropriate speeches by using sociological formal language in the right way. In particular, the lessons, watching movies, meetings with external guests and the discussions aim to show how the stringency of formal logic of science may be applied with successful in different social situations, reinforcing students' skills.

The student has to show an accurate assimilation of arguments which are object of debate.

By this, the course aims to transform the student from a passive actor in an active one, giving chances to construct his\her autonomy in thinking and action.

Assessment methods

ATTENDING STUDENTS:

Each test will be assigned a mark out of thirty which will be averaged in the presence of more than one supported modality.

In particular, students are presented with the following possibilities:

First possibility

Carrying out the written exam with three questions for the exam text and on the materials provided by the teacher. Time available 2 hours.

The evaluation is based on the average of the three questions. All the three answers to the questions must be sufficient to obtain the minimum mark to pass the exam. Possibility of oral integration.

Second possibility

It consists of two moments:

1) carrying out a work in groups of at least 3 students to a maximum of 4 students for the presentation of a scientific article or chapter in volume made available by the teacher lasting ½ hour.

2) Written exam. Students whose groups will present the article or chapter in volume will be given the opportunity not to take Block 4 and Block 6 of the program; the written exam consists of two questions for the exam text and documents provided by the teacher. Time available 2 hours. The evaluation is out of thirty based on the average of the three questions. All three answers to the questions must be sufficient to obtain the minimum mark to pass the exam. Possibility of oral integration.

The final grade is an ponderate average: 40% for work in groups and 60% for written exam.

The exam consists in two distinctive tests: written and oral. The oral part of the exam is optional. Both forms of examination may be held in English.

NOT ATTENDING STUDENTS:

Written exam with three questions for each exam text. Time available 2 hours.

The evaluation is based on the average of the three questions. All the three answers to the questions must be sufficient to obtain the minimum mark to pass the exam. Possibility of oral integration.

Evaluation criteria:

Written examination

- Relevancy of the answer towards the subject demanded;
- Ability to grasp the essential elements of the proposed subject;
- Ability to present the proposed subject in a coherent and consequential manner;
- Completeness of the elements that constitute the answer;
- Spelling and syntactic accuracy.

Oral examination

- Knowledge related to the topics analyzed in the bibliography and discussed in class;
- Ability to expose the proposed subject in an orderly and complete manner;
- Understanding and appropriate use of specific concepts relating to complex sociological phenomena;
- Ability of a critical thinking and reflection.

Each intermediate and final exam will receive a mark:

<18: the student has not obtained the minimum required results and needs to deepen the different issues debate in classroom;

18-21: the student obtained the minimum required results, demonstrating a sufficient knowledge of the issues and a sufficient ability to solve the assigned problems;

22-24: the student obtained a good knowledge of the issues, while demonstrating a modest ability to solve the assigned problems;

25-27: the student has obtained a good knowledge of the most important notions and has demonstrated a good ability to solve the assigned problems;

28-30 with honor: the student has obtained an excellent knowledge of the most important notions and has shown an excellent ability to solve assigned problems.

If Covid-19 pandemic persists, the exams will only be oral. They will be carried out using the WebEx platform; on the e-learning page of the course there will be a public link for access to the examination.

The exam consists in two distinctive tests: written and oral. The oral part of the exam is optional. Both forms of examination may be held in English.

Textbooks and Reading Materials

Attending students:

- 1) Sciolla L. e Torrioni P.M. (2020). Sociologia dei processi culturali. Cultura, individui e società. Quarta edizione. Il Mulino, Bologna.
- 2) Documents provided by the teacher.

Not attending students:

- 1) Sciolla L. e Torrioni P.M. (2020). Sociologia dei processi culturali. Cultura, individui e società. Quarta edizione. Il Mulino, Bologna
 - 2) Paccagnella L. (2020). Sociologia della comunicazione nell'era digitale. Il Mulino, Bologna.
 - 3) Romeo A. (a cura di) (2015). Sociologia dei processi culturali e comunicativi. Mimesis Edizioni. Milano, Udine.
-