UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Media, Culture and Tourism

2122-1-E1501N138

Learning objectives

Knowledge

The course aims to provide students notions about the importance of cultural consumption and leisure for the touristic market and policies, with a specific focus on digital environments.

Skills

Critically define, locate and interpret cultural objects; develop a plan to culturally increase the value of a product-service in the touristic field.

Contents

The concept of culture, its dimensions and its sociological analysis.
Sociological theories about the relationship between culture and social stratification. The creation of culture.
Cultural differentiation in modern societies: popular cultural, high-brow culture and mass culture.
Cultural industries and cultural consumption. Cultural tourism. The relationship between leisure and culture within current social change. Cultural tourism as a specific type of cultural industry.
“Digital revolution” and its impact on cultural consumption and leisure, with a focus on applications concerning cultural tourism. Experiences of cultural tourism enhanced by digital media.

Detailed program

- Presentation of the course

- The concept of culture

- Culture in the humanistic sense and for the social sciences
- The "cultural object"
- Examples of "cultural objects"
- Marx's theory
- Functionalist theory of culture
- Weber's theory of the cultural origin of capitalism
- Durkheim and the collective creation of culture
- Subcultures
- Symbolic interactionism and cultural change
- The cultural industry
- Theories on the relationship between cultural consumption and social stratification
- The representation of women in the media
- Cultural consumption
- Leisure and its evolution in modernity
- Digitization
- Social networks
- The problems of managing digital media in a hyperconnected world
- Cultural tourism
- Communication a product-service in tourism (seminar with the company ATC LINEA Srl)
- Facts and "social problems"
- Culture in organizations

Prerequisites

Sufficient logic skills and general knowledge; basic skills in learning, writing and oral communication. Basic reading literacy in English.

Teaching methods

Teacher lectures and work in small groups. During the COVID-19 emergency, lectures will be taught both in presence and online.

Assessment methods

Written test with multiple choice and open questions, administered electronically in a laboratory. The assessment presents 15 multiple choice questions. If the student answers correctly to at least 12 out of 15, he/she can take part in the second part of the exam with two open-ended questions.

INTERNATIONAL STUDENTS: A reading list in English will be provided to exchange students upon request. An

English exam will be allowed as well.

Textbooks and Reading Materials

1) Griswold W., “Cultures and Societies in a Changing World”, Thousand Oaks (CA), Pine Forge Press (2008);

2) Gui M. (2014), A dieta di media. Comunicazione e qualità della vita, il Mulino

3) Course handout with essays chosen by the teacher, available on the e-learning platform and at "Fronteretro" copy-shop, Viale Sarca, 191 Milano.

INTEGRATIVE DOCUMENTATION: The teacher will also provide the students with lecture slides by publishing them on the course page at the end of the course.