



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Media, Cultura e Turismo

2122-1-E1501N138

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#### 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.

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