



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Laboratory 3

2223-3-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.

In particular, concerning the laboratory of Techniques for audiovisual media analysis, the training objectives are:

An introduction to the methodology of content analysis and the presentation of the basic concepts: the research project, the identification of a problem, the identification of the media corpus for the analysis, the "analysis unit" and the "classification unit", the content analysis as a survey;

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

1. First lesson\*

2. Theoretical section - Introduction to audiovisual media analysis: computer tools for data management, building a DB.
3. Practical section - Construction of a DB for the detection and analysis of the social-political agenda setting in TV news
4. Second lesson\*
5. Theoretical section - Introduction to content analysis - Introduction to data extraction from a Data Base using spreadsheets.
6. Practical section - The production of a report on the agenda setting of news programmes.
7. Third lesson\*
8. Theoretical section - The analysis of audiovisual media: the gender gap in Italian news, agenda setting and gender representation in Italian news.
9. Practical section - Construction of a form and a DB for the analysis of gender representation in Italian news.
10. Fourth lesson\*
11. Theoretical section - The analysis of audiovisual media: the gender question.
12. Practical section - Construction of research report on the analysis of gender stereotypes in television programming.
13. Fifth lesson\*
14. Theoretical Section - The Television Narrative.
15. Practical section - Construction of an analysis sheet on the construction of characters, social relations and values represented in a contemporary western television series (*teen-young adult drama*).
16. Sixth lesson\*
17. Theoretical section - The *frame theory*, point of view construction and content analysis.
18. Practical section - Construction of an analysis sheet on character construction and values represented in RPGs.
19. Seventh lesson\*
20. Final test.
21. Eighth lesson\*
22. Final test - presentation and evaluation of exercises.

## Prerequisites

Basics of quantitative methodologies of social research.

## Teaching methods

Frontal lecture, construction of an exercise based on the analysis of audiovisual materials related to the topics covered in the frontal lecture, organisation and composition of the exercise through group work, practical exercises in the classroom.

## Assessment methods

CASE ANALYSIS (Description of a real situation or example of which the interconnections between the different elements/variables are analysed in the light of one or more theoretical paradigms)

PROJECT WORK (Development of an original project from a simple idea or analysis of an existing case)

The students will be assessed during the exercises, and a final task consisting of the preparation of a research project (identification of a theme, a body of analysis, a methodological sheet and a computer support for analysing the findings) will be envisaged. For this purpose, the students will be divided into groups of three to four people.

Translated with [www.DeepL.com/Translator](http://www.DeepL.com/Translator) (free version)

## Textbooks and Reading Materials

As an introductory text, the book by Giuseppe Tipaldo *L'analisi del contenuto e i mass media*, published by Il Mulino, may be optionally consulted. During the lectures, however, reading materials made available by the lecturer on an Evernote notebook will be indicated.

## Sustainable Development Goals

GENDER EQUALITY

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