UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Digital Communication

2223-1-F9201P200

Aims

The course intends to deal with some issues concerning the voice in the context of contemporary music, analyzing the digital production of two of its greatest exponents, Francis Albert Sinatra (1915-1998) and Anna Mina Mazzini (1940).
The course also intends to illustrate the strategies implemented by Mina as a record producer in the conversion and digital management of her Pdu label, partially inspired by Sinatra's Sixties Reprise, and the digital rendering, on DVD, of her film and television experience.

Contents

The lessons aim to highlight, in particular, the many relationships woven by Sinatra and Mina, as well as with the record, with the world of entertainment and the media (cinema, radio, television), to focus on the types of repertoire choices and treatment of the European and American song form and to highlight the links between genres and styles such as the musical, the Broadway song, jazz, rock-and-roll, Italian songwriting.

Detailed program

a. Francis Albert Sinatra.

- La nuova vocalità nell'età del crooning.
- Il modello Bing Crosby.
- Da Hoboken a New York.
- Radiofonia e discografia:lo Swing di Harry James e Tommy Dorsey e le multinazionali Rca e Columbia.
- Verso il cinema hollywoodiano.

- La Capitol.
- La Reprise Records.
- Las Vegas.
- La costruzione di un’iconografia e iconologia internazionali.
- Sinatra in digitale, cinema e tv.

b.Dalla provincia alla metropoli.

- Il disco e la televisione RAI.
- Rock-and-roll e canzone italiana.
- Italdisc, Ri-Fi, Pdu.
- Dalla “dipendenza” all’indipendenza produttiva.
- Cantare in nove lingue.
- Tra presenza e assenza.
- Mina e la produzione digitale.
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  to. Francis Albert Sinatra.
- The new vocality in the age of crooning.
- The Bing Crosby model.
- From Hoboken to NYC.
- Radio broadcasting and discography: Harry James and Tommy Dorsey's Swing and the multinationals Rca and Columbia.
- Towards the Hollywood cinema.
- The Capitol.
- Reprise Records.
- Vegas.
- The construction of an international iconography and iconology.
- Sinatra in digital, film and TV.

b. From the province to the metropolis.

- Disc and RAI television.
- Rock-and-roll and Italian song.
- Italdisc, Ri-Fi, Pdu.
- From "dependence" to productive independence.
- Sing in nine languages.
- Between presence and absence.
- Mine and digital production.

Prerequisites

A habit of listening to music and at least some knowledge of the English language are required.

Teaching form

Lectures with the use of digital audiovisual supports; online speeches by experts and interpreters

Textbook and teaching resource

Luca Cerchiari, Mina.Una voce universale, Mondadori 2020
Luca Cerchiari, Il disco.Musica, tecnologia, mercato, Odoya 2014 (le sole pagg.163-244)
Greta Panettieri, La voce nel pop e nel jazz.Guida discografica a cento canzoni imperdibili, Mimesis 2022

Semester

2

Assessment method

Oral exam with marks out of thirty; preparation of an anthology of ten musical examples (on digital support) related to course themes, with analysis and comments

Office hours

By appointment

Sustainable Development Goals