



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Didattica dei Media

2223-3-E2001R065

Course title

MEDIA EDUCATION

Topics and course structure

The Media Literacy course is divided into two parts:

- the first ("Beyond Media Literacy") is aimed at providing notions, categories and tools useful for acquiring a conscious and competent look at the media of the last two centuries and at the cultural logics that have marked their evolution and the transformations of social ontology itself. All of this by envisaging educational models and functional training strategies to operationally rethink the concept of citizenship in post-media contexts.
- the second one ("Narrative Thought and Post-Medial Ecologies"), in the a. y. 2022-2023, aims at investigating the (neurophysiological and cultural) foundations of narrative thought, trying to shed light on the complex and inextricable nexus between communication and persuasion within which the very notion of information must be rethought. The analysis of strategic storytelling will provide the context and the pretext for rereading the potential and limits of post-media environments in the light of the narrative instinct that characterises the Homo sapiens species.

Main topics:

1. BEYOND MEDIA LITERACY

- Cultural history of mass media and digital media
- Media ecology (and archaeology): an epistemological and pedagogical perspective

- Lineaments of culture and post-media education
- The new horizons of citizenship

2. NARRATIVE THINKING AND POST-MEDIA ECOLOGIES

- Logical thinking and narrative thinking
- Communication, information and persuasion
- Data and stories: strategic storytelling
- Once upon a time the future: storytelling and design

Objectives

The following learning is to be promoted through this teaching, with constant and participative attendance of lessons:

- knowledge of the cultural history of the media
- working knowledge of methodological perspectives to investigate the evolution of the media and to assess/estimate their social impact
- acquisition of the necessary and sufficient knowledge and skills to develop a strategic storytelling project

Methodologies

- frontal lesson
- cooperative analysis of case studies
- interaction and debate with guest experts
- participatory experimentation with some of the post-media contexts and tools covered in the course

Online and offline teaching materials

Programme and references for attending students

The texts are listed below (for attending students) respecting the two-part course structure (a.y. 2022-2023).

1. BEYOND MIDDLE LITERACY

- Ortoleva, P. (2022). "Il secolo dei media. Stili, dinamiche, paradossi". Milano: il Saggiatore.
- Rivoltella, P.C. (2020). "Nuovi alfabeti. Educazione e culture nella società post-mediale". Scholé: Brescia.

2. NARRATIVE THINKING AND POST-MEDIA ECOLOGIES.

- Rose, F. (2022). Il mare in cui nuotiamo. Lo storytelling strategico in un mondo governato dai dati. Torino: Codice.
- Ferretti, F. (2022). L'istinto persuasivo. Come e perché gli umani hanno iniziato a raccontare storie. Roma: Carocci.

Programme and references for non-attending students

Non-attending students - in addition to the syllabus listed above for attending students - will have to choose (and study) one of the texts listed below in order to elaborate on a topic of their choice in a 5/7 page paper (i.e. 10,000-14,000 characters including spaces).

-Parikka. J. (2019). "Archeologia dei media. Nuove prospettive per la storia e la teoria della comunicazione". Roma: Carocci.

- Pescatore, G. (a cura di, 2020). "Ecosistemi narrativi. Dal fumetto alle serie TV". Roma: Carocci.
- Micali. S. (2022). "Creature. La costruzione dell'immaginario postumano tra mutanti, alieni, esseri artificiali". Milano: Shake Edizioni.
- Cave, S., Dihal, K., Dillon, S. (edited by, 2020). "AI Narratives. A History of Imaginative Thinking about Intelligent Machines". Oxford: Oxford University Press.
- Blum, A. (2021). "Tubi. Viaggio al centro di Internet". Roma: Minimum Fax.
- Sandage, T. (2015). "I Tweet di Cicerone. I primi 2000 anni dei social media". Torino: Codice.

Assessment methods

Oral Examination

The colloquium will focus on the texts in the syllabus (and for attending students also on the topics and issues covered in the lecture). Non-attending students, in addition to the scheduled books, will also discuss the paper they bring to the exam to supplement their preparation.

The paper must be sent to the lecturer at least 10 days prior to the date of the examination.

Office hours

Make an appointment with the lecturer by e-mailing: stefano.moriggi@unimib.it

Programme validity

The programmes remain valid for two (academic) years.

Course tutors and assistants

Assistants:

Dr. Nicola Bruno (nicobruno@gmail.com)

Dr. Pina Debbi (pina.debbi@la7.it)

Course Tutor:

Dr. Isabella Quatera (isabella.quatera@unimib.it)

Sustainable Development Goals

QUALITY EDUCATION
