

# UNIVERSITÀ DEGLI STUDI DI MILANO-BICOCCA

# **COURSE SYLLABUS**

# Media, Culture and Tourism

2324-1-E1501N138

# Learning objectives

#### Knowledge

The course aims to provide students with notions about the importance of cultural consumption and media processes 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. Cultural tourism as a specific type of cultural industry.

"Digital revolution" and its impact on cultural prodution and consumption, 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
- Digitization
- Social networks
- The relationship between digitalization and well-being/quality of life
- 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, work in small groups, plenary discussions.

#### **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 11 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. 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.

# **Sustainable Development Goals**

GOOD HEALTH AND WELL-BEING