



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Didattica dei Media

2324-3-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**

The texts are listed below respecting the two-part course structure (a.y. 2023-2024).

#### **1. BEYOND MIDDLE LITERACY**

- Ortoleva, P. (2022). "Il secolo dei media. Stili, dinamiche, paradossi". Milano: il Saggiatore.
- Manovich, L. (2023). "Cultural Analytics. L'analisi computazionale della cultura". Milano: Raffaello Cortina.

#### **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.

## **Assessment methods**

Oral Examination

The colloquium will focus on the texts in the syllabus.

## **Office hours**

Make an appointment with the lecturer by e-mailing: [stefano.moriggi@unimib.it](mailto: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](mailto:nicobruno@gmail.com))

Dr. Pina Debbi ([pina.debbi@la7.it](mailto:pina.debbi@la7.it))

Course Tutor:

## **Sustainable Development Goals**

QUALITY EDUCATION

---