UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Theories and Techniques of The New Media

2425-1-E2004P007

Learning area

3. Study of socio-economic and cultural aspects related to communication processes.

Learning objectives

Knowledge and understanding

- Characteristics of innovation (in terms of communication) of the new media compared to traditional media.
- The revolution of the new media and their social, cultural and economic impact.
- Basic technological aspects (networks, hypertexts, Web Technology).

Applying knowledge and understanding

- Ability to critically evaluate the impact of new media.
- Understanding of the basic media mechanisms operating from the Web revolution on (social media, virality, content sharing, and so on).
- Knowing how to use these mechanisms for effective communication.

Contents

After an analysis of the evolution of the main communication media, and of the historical and social changes linked to communication, the course addresses in detail the balance that characterizes communication today, focusing on online communication. The main social media, their functioning and their role in today's social balance will then be examined.

Detailed program

- General introduction to media and new media.
- Short history of media.
- The Internet and its services.
- The World Wide Web.
- The structure of the Internet and the Web.
- Web revolution.
- The media conditioning of opinions and new media.
- The Web and the knowledge management.
- The Web in a company.

Prerequisites

There are no specific pre-requirements; the skill of using Internet (user-level) is taken for granted, as the knowledge (at least brief) of basic media tools, currently available on the web (Facebook, Twitter, WhatsApp and so on).

Teaching methods

The lessons will be held in presence mode.

More specifically, teaching methods will be adopted including direct exposure, group discussion and the carrying out of any in-depth seminars.

The course is held in Italian.

Assessment methods

The assessment of learning will be carried out through a written test, divided into a part with questions multiple choice and a part with open questions. The questions are aimed at ascertaining the actual acquisition of the themes and of the authors presented, the ability to orient oneself in the texts proposed in the bibliography and to engage critically with them they.

There are no ongoing tests planned.

Although this course is held in Italian, for Erasmus students, course material can also be available in English, and students can take the exam in English if they wish to do so.

Textbooks and Reading Materials

- Beltrami, A. (2015). *Sfrutta i contenuti, genera nuovi clienti e fai Content Marketing*. Dario Flaccovio Editore.
- Codeluppi, V. (2014). *I media siamo noi*. Franco Angeli.
- Beltrami, A. (2020). *Come funziona il Content Marketing spiegato in modo semplice*. CMI.

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE