UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Anthropology of Media

2425-3-E2001R028

Course title

Mediascapes. Images, practices and cultural anthropology

Topics and course structure

The course analyses the relationships between culture and media in a number of domains including: cinema, photography, ethnographic film, TV programs, video art, internet and social media. The focus will be on (1) problems in representation of cultural diversity through media; (2) the development of media in Global North and Global South; (3) the social and cultural formations shaped by old and new media practices, with particular reference to orality, writing and images.
Particular attention will be paid to (1) the social and cultural dynamics of the representation of suffering; (2) the active use of small media within contexts of social insecurity; (3) cultural mediation enacted by media (used by both the anthropologist and his/her informants) during ethnographic research.

Objectives

Knowledge and understanding - Solid basic knowledge of the themes and problems of media anthropology through a comparative analysis of contemporary societies and culture.

Ability to relate different knowledge and models: ability to relate knowledge referring to different cultural and temporal contexts; ability to compare theoretical paradigms, interpretative models, and ethnographic practices of media anthropology.

Applied knowledge and understanding - The knowledge will be acquired through the analysis of specific case

studies drawn from ethnographic films and books, and through connections with the personal experiences of the students.

Communication skills and making judgements will be increased through problem solving strategies, and collective discussions about theoretical and practical issues, requiring the students to take a stand.

Methodologies

Classical lectures and interactive learning in all classes with the use of powerpoint, problem solving, video, and internet

Online and offline teaching materials

Slides

Programme and references

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.

Bargna I., 2014 "Filming Food Cultural Practices in Cameroon. An Artistic and Ethnographic Work", *Archivio di Etnografia*, 1-2: 111-133

Bargna I., 2012, “Between Hollywood and Bandjoun: art activism and anthropological ethnography into the mediascape”*, Journal des anthropologues*, 129-130: 101-130

Mazzarella W., 2004,"Culture, Globalization, Mediation", *Annual Review of Anthropology*, 33: 345-367

Miller D. et al., *The Global Smartphone*, UCL Press, https://www.uclpress.co.uk/products/171335 (open access)

Miller D., M. Madianou, 2012, "Polymedia: Towards a new theory of digital media in interpersonal communication", InInternational Journal of Cultural Studies 16(2)
169–187

Assessment methods

Oral exam: questions will assess students’ knowledge of the texts and, for attending students only, the subjects discussed in class; questions will also assess students’ ability to establish connections between different theories, topics, and case studies. There are no midterm tests.
Erasmus students can take the exam in Italian, English or French.

Office hours

By appointment.

Programme validity

Two years

Course tutors and assistants

Carolina Gallarini (tutor); Leone Michelini (assistant)

Sustainable Development Goals

QUALITY EDUCATION