



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Comunicazione, Negoziazione e Nuovi Media

2425-1-F8701N075

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#### Learning objectives

The course aims to provide an overview of contemporary communication and media dynamics, particularly emphasizing the influence they have on culture. By studying the functioning of old and new media, the course will allow students to deepen their understanding of the technological, social and cultural underpinnings of the contemporary media ecosystem, and will provide them with tools that will be useful during their work life.

#### Contents

In the first part of the course, we will analyze the main theories of contemporary communication.

In the second part, the focus will be on the changes in the media industry in the new century, aiming to highlight the technological and digital transformations that have profoundly modified this sector. In addition to a series of theoretical lectures to frame the topic, this part will feature thematic insights that will include the presence of external guest from various sectors of cultural production and digital entertainment

#### Detailed program

Culture, technology and media

Communication theory

Digital media: history and social contexts

Paradigms for studying technological innovation

Studying digital media in historical perspective

Models of digital society

The Computer

Internet

Mobile phone

The digitization of analog media

Part Two

Platform strategies

Institutional changes

Social media intermediaries

Shifting cultural practices

Entertainment sectors

Video games

Celebrities and influencers (nano and micro)

Public shaming

Memes and society

## **Prerequisites**

None

## **Teaching methods**

Lectures, group and individual work.

The course consists of 42 hours, approximately 50% of which will be delivered through traditional teaching methods (lectures with the use of slides, audio, and video) and 50% through interactive teaching methods (exercises, subgroup work, presentation of case studies from which to develop individual and subgroup projects, prepared and discussed during the course).

The lessons will be conducted in person with a maximum of 30 percent conducted remotely.

## **Assessment methods**

Final written exam. The aim of the exam is to assess the comprehension degree of the issues dealt with in the course, the argumentative skills, the clarity of exposition, the accuracy of sociological terminology. For those who participated in group work there will be the option, at the first session, to do a presentation arranged with the teacher. In this case both the presentation and the written exam will contribute to the final grade.

## **Textbooks and Reading Materials**

Two books from the following options:

- Balbi, G. Magaudda, P. (2021) *I media digitali. La storia, i contesti sociali, le narrazioni*, Laterza, Roma-Bari
- Brilli, S. (2002) *Youtube freak show. Fama e derisione alle soglie dell'influencer culture*, FrancoAngeli
- Boltansky, L (2000) *Lo spettacolo del dolore*, Raffaello Cortina
- Lolli, A. (2019) *La guerra dei meme*, Effequ.
- Domaneschi, F (2020) *Insultare gli altri*, Einaudi.
- Eichorn, K. (2023) *Content. L'industria culturale nell'era digitale*, Einaudi.
- Nagle, A. (2018) *Contro la vostra realtà*, Luiss
- Poell, T, Nieborg, D. Duffy, E. (2022) *Piattaforme digitali e produzione culturale*, Minimun Fax
- Ricci, O (2022) *L'ultima comunità. I primi vent'anni di Wikipedia*, Ledizioni
- Ronson, J (2015) *I giustizieri della rete. La pubblica umiliazione ai tempi di Internet*, Codice
- Splendore, S. (2023) *Sociologia del Giornalismo*, Laterza.

## **Sustainable Development Goals**

QUALITY EDUCATION

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