UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Digital Communication

2425-1-F9201P200

Course title

DIGITAL COMMUNICATION

Topics and course structure

Subjects

Part 1 - COMPLEXITY AND NETWORKS

The main aspects of network science and complexity will be introduced as a fundamental background for understanding the dynamics of digital technologies conjugated with data and telematic supports (with particular reference to social networks).

Part 2 - ADVERTISING

The tools of digital communication will be introduced starting from the evolution of the media, from those with a one-way channel to the Internet, highlighting historical and current cases and examples, with reference to advertising and its communicative evolution.

Part 3 - MASSES

The particular classification, phenomenological and behavioral characteristics that characterize the masses, crowds and groups will be introduced, with particular reference to the impact of digital technologies on these targets, with references to advertising and political communication, with concrete examples and testimonies.

Part 4 - EVENTS

The issue of the "festivalization" of cities and its new developments will be developed in the face of the need to adhere to principles of sustainability and safety, marking the topicality of the Covid emergency and its repercussions in the organization and management of events, with particular regard to concrete examples and expert testimony.

Objectives

With this teaching, joint to a constant and participatory attendance at the lessons, we intend to promote the following learning, in terms of:

- Knowledge and understanding of digital communication means through notions of complexity sciences with particular reference to Network Science
- Ability to relate knowledge and differentiated models (qualitative and quantitative)
- Ability to apply knowledge and models to specific cases

Methodologies

Basic notions of complexity and network science in terms of:

- formal notion of graph (paths on graphs; graphs and trees; graphs and social networks)
- properties of relationships on graphs and analogies/examples with social networks.

Definition and classification of masses:

- theory by E. Canetti
- examples of crowds (concerts, matches, revolt aggregations)
- mass communication: from linear media to social networks

Definition and classification of events:

- festivalization of the city
- local and virtual events
- safety and legislation
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Definition and classification of events:

- festivalization of the city
- local and virtual events
- safety and legislation

Online and offline teaching materials

References:

PRINCIPAL TEXT:

Albert-Laszlo Barabasi, *Link*, Einaudi Editore, Torino , 2002.

SUGGESTED TEXTS:

Alberto Gandolfi, *Formicai, imperi, cervelli: introduzione alla scienza della complessità*, Bollati Boringhieri, Torino, 2008.

OECD Global Science Forum, Applications of Complexity Science for Public Policy, 2009, http://www.oecd.org/science/sci-tech/43891980.pdf

David Easley, Jon Kleinberg, *Networks, Crowds, and Markets: Reasoning About a Highly Connected World*, Cambridge University Press, 2010.

David Amerlan, *The Social Media Mind: How Social Media Is Changing Business, Politics and Science and Helps Create a New World Order*, New Line Publishing, 2012.

Alberto Contri, *McLuhan non abita più qui? I nuovo scenari della comunicazione nell'era della costante attenzione parziale,* Bollati Boringhieri, 2017.

Altri testi e materiale didattico verranno definiti durante il corso.

Programme and references

References

PRINCIPAL TEXT:

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Assessment methods

WRITTEN TEST ON THE GO

- necessary for access to the oral exam
- open-ended test (5 questions of 6 points each)

ORAL EXAM
Oral presentation of a project (individual or group) on a topic related to the arguments of the course

For the oral exam, the following will be evaluated:

- graphic quality of the presentation
- exhibition skills
- clarity
- relevance and completeness with the topics covered in the course
- identification of the individual contribution (if the project is a group one)
  During the oral exam, the learning of topics contained in the teaching material will be verified.

Office hours

On demand.

Programme validity

The programs are worth one academic year.

Course tutors and assistants

Tutor: on selection

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES