UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Theories and Techniques of The New Media

2526-1-E2006P007

Learning area

3: Techniques, tools, and technologies of communication.

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.

Making judgements

- To foster the ability to critically examine, assess and re-elaborate new and complex ideas, including those related to technological innovation in media and communication processes.
- This autonomy is developed through guided and individual reading of texts, structured in-class discussions and, where planned, seminar-based activities and pathways.

Communication skills

- To strengthen the ability to clearly and deliberately convey information, ideas, problems and solutions to both specialist and non-specialist audiences, in educational and professional contexts.
- To support the development of active listening, negotiation and collaborative work in groups, including interdisciplinary ones, promoting the understanding and critical evaluation of different perspectives and positions.

Learning skills

- To promote the ability to continue and broaden one’s course of study independently, within a framework of lifelong learning throughout one’s professional life.
- This ability is grounded in a more robust critical awareness and in a more structured and reflective theoretical, conceptual and methodological sensitivity.

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 (TikTok, Instagram, Facebook, X, 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.

Assessment criteria and grading thresholds

30 cum laude (with honours): outstanding performance, both in terms of knowledge and in critical and expressive articulation.
30: excellent performance; knowledge is complete, well structured and correctly expressed, with some critical insights.
27–29: good performance; knowledge is thorough and satisfactory; expression is substantially correct.
24–26: fair performance; knowledge covers the essential aspects, but is not exhaustive and is not always presented in a fully accurate way.
21–23: sufficient performance; knowledge is present, at times superficial, but the general thread is understood. Expression and structure are patchy and often inappropriate.
18–21: barely sufficient performance; knowledge is present but superficial; the main thread is not consistently understood. The expression and structure of the argument show significant gaps.

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