



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Media, Culture and Tourism

2526-1-E1503N009

Learning objectives

Knowledge and understanding

The course aims to provide students with notions about the importance of cultural consumption and media processes for the touristic market and policies, with a specific focus on digital environments.

Applying Knowledge and Understanding

Identify and critically interpret a cultural object; develop a plan for the cultural enhancement of a product or service in the tourism sector.

Making judgments

The course develops the ability to critically interpret data and social phenomena related to media and culture, with particular attention to tourism demand and supply.

Communication Skills

Students will be able to effectively communicate key concepts related to the analysis of culture and media, adapting their language to different audiences and professional contexts, also from a multidisciplinary perspective.

Learning Skills

The course fosters the ability to independently update one's knowledge regarding developments in media and culture, encouraging continuous reflection on both educational and professional experiences.

Contents

The concept of culture, its dimensions and its sociological analysis.

Sociological theories about the relationship between culture and social stratification. The creation of culture.

Cultural differentiation in modern societies: popular cultural, high-brow culture and mass culture.
Cultural industries and cultural consumption. Cultural tourism. Cultural tourism as a specific type of cultural industry.
“Digital revolution” and its impact on cultural production and consumption, with a focus on applications concerning cultural tourism. Experiences of cultural tourism enhanced by digital media.

Detailed program

- Presentation of the course
- The concept of culture
- Culture in the humanistic sense and for the social sciences
- The "cultural object"
- Examples of "cultural objects"
- Marx's theory
- Functionalist theory of culture
- Weber's theory of the cultural origin of capitalism
- Durkheim and the collective creation of culture
- Subcultures
- Symbolic interactionism and cultural change
- The cultural industry
- Theories on the relationship between cultural consumption and social stratification
- The representation of women in the media
- Cultural consumption
- Digitization
- Social networks
- The relationship between digitalization and well-being/quality of life
- Cultural tourism
- Communication a product-service in tourism (seminar with the company ATC LINEA Srl)
- Facts and "social problems"
- Culture in organizations

Prerequisites

Sufficient logic skills and general knowledge; basic skills in learning, writing and oral communication. Basic reading literacy in English.

Teaching methods

The course consists of 56 hours, of which approximately 60% with frontal lessons with use of slides, audio and video and 40% with interactive teaching (exercises, subgroup work, presentation of case studies starting from which students develop individual and subgroup work, prepared and discussed during the course).

- ? 18 two-hour lectures of in-person traditional (lecture-based) teaching
- ? 10 two-hour sessions of in-person interactive teaching

Assessment methods

Written test with multiple choice and open questions, administered electronically in a laboratory. The assessment presents 15 multiple choice questions. If the student answers correctly to at least 11 out of 15, he/she can take part in the second part of the exam with two open-ended questions.

a. Evaluation criteria: accuracy of answers in multiple-choice questions; accuracy of answers, analytical skills and ability to apply concepts to research examples, and clarity of expression in open-ended questions.

b. The written exam aims to assess knowledge and understanding of the course's core concepts and content, the ability to make connections across topics, and the capacity to personally elaborate on the themes covered.

c. The following aspects will be evaluated:

- the level of knowledge and the ability to apply in an integrated manner the theoretical concepts and ethical principles discussed in class and in the assigned readings;
- the quality of writing: use of scientific language consistent with the subject matter; clarity of expression (relevant information presented in an organized and concise manner).

INTERNATIONAL STUDENTS: A reading list in English will be provided to exchange students upon request. An oral exam in English will be allowed as well.

Textbooks and Reading Materials

1. Griswold W., "Cultures and Societies in a Changing World", Thousand Oaks (CA), Pine Forge Press (2008);
2. Course handout with essays chosen by the teacher, available on the e-learning platform and at "Fronteretro" copy-shop, Viale Sarca, 191 Milano.

INTEGRATIVE DOCUMENTATION: The teacher will also provide the students with lecture slides by publishing them on the course page at the end of the course.

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING
