UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Sociology of Wine

2627-2-F4902N015

Learning objectives

The course aims to contribute to the training of students in cultural sociology by providing them with a knowledge of the worlds of wine. Specifically, the course offers a sociological and cultural analysis of wine oriented, overall, towards investigating and discussing the intersections between two main processes: changes in the worlds of wine in relation to changes in society, and changes in society in relation to changes in the worlds of wine.

The course objectives are outlined below based on the “Dublin Descriptors”:

Knowledge and understanding (D1)
In addition to fostering a deepening of the sociological perspective in the study of wine in society, in language, in public discourse, in social interactions, in the growing world of wine enthusiasts, and in various social contexts of production, national and international, the course aims to promote an understanding of wine as culture, both as a material and symbolic resource of professional and local development and as an object of empirical research.

Ability to apply knowledge and understanding (D2)
The ability to apply concepts and theories on the changing worlds of wine is one of the primary objectives of the course, in line with the ability to apply knowledge and understanding as defined by the degree programme.

Independent judgment (D3)
The aim of the course is to promote independent and critical judgment, with particular reference to language and common sense concepts, which are often taken for granted, used superficially, or in a fragmented way in the tourism sector.

Communication skills (D4)
Through classroom presentations and discussions of research papers and readings, the course aims to refine students' argumentation and public presentation skills.

Learning skills (D5)
By promoting a solid knowledge of the world of wine, the aim of the course is for students to develop a learning

process that integrates this specific knowledge with the knowledge already acquired in the degree program in relation to the territory, tourism, and local development.

Contents

The social construction of wine value (history and genealogy), classifications, appellations, label language, experts and amateurs, social conceptions and techniques of quality, sustainability, territory and landscape, taste and tasting.

Detailed program

Starting with an introduction to the aspects that make wine a cultural, discursive and narrative object of study, the course offers an overview of the main processes and contexts (development of oenophilia, role of experts, institutional classifications, territories of identity and difference, innovation and tradition, quality, sustainability, conceptions of taste, aesthetics and tasting, evaluations, awards, auctions, language) addressed by contemporary international literature on the relationship between wine and society. Some simplified and basic notions of viticulture and oenology will accompany the sociological discussion on the worlds of wine, its cultural relations with territories, and possible processes of local and tourism development.

Prerequisites

Willingness to participate in lectures and exercises by asking questions.

Teaching methods

The course is 49 hours, consisting of 16 3-hour lectures and one 1-hour lecture. All lectures are conducted in presence.
Indicatively, 8 lectures are conducted in the didactic delivery mode (with opportunities for interactions and seminars with experts) and 9 lectures in the interactive teaching mode (exercises on the readings; presentations of readings in the classroom by the student with collective discussion; exercises, presentations and discussions of research project drafts; subgroup work).

- Lectures in interactive teaching mode include two types of Exercises: with (A) classroom presentation of readings by students and (B) classroom presentation of collection of territorial wine study materials by students.

Assessment methods

Students taking part in the lectures and classroom presentations (A and B) may submit, for examination purposes, a written report, the content of which must be agreed with the teacher in the classroom during the lectures. The

examination procedure consists of assessing the paper presented and discussed at the end of the lectures in an oral examination.

For all other students, the examination will be ORAL.
The oral exam consists of an Italian-language interview with questions on the texts of the study programme for the exam.

Assessment criteria: comprehension of the readings; expository clarity of the contents of the readings; argumentative capacity, ability to connect.

Textbooks and Reading Materials

Examination study programme

- Navarini G., 2015, I mondi del vino. Enografia dentro e fuori il bicchiere, Bologna, Il Mulino.
- 10 (ten) readings to be chosen from the selection of articles/chapters of books available on the elearning platform.

Sustainable Development Goals

SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION | CLIMATE ACTION | LIFE ON LAND | PEACE, JUSTICE AND STRONG INSTITUTIONS