UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Comunicazione, Negoziazione e Nuovi Media

2627-1-F8702N034

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.

The following educational objectives will therefore be pursued:
Knowledge and understanding
The course aims to develop students' knowledge and understanding of key theories, concepts, and epistemological perspectives relevant to the analysis of communication processes in contemporary society.
Applying knowledge and understanding
Students will be encouraged to critically apply their knowledge to the analysis of different forms and practices of communication, with particular attention to media, language, and the related social and cultural dynamics.
Making judgements
The course seeks to foster independent and critical thinking, both in the engagement with theoretical texts and in the interpretation of concrete communicative phenomena, encouraging a reflective approach to communication practices in their social context.
Communication skills
The course will promote the development of effective oral and written communication skills, enabling students to present sociological content clearly and coherently.
Learning skills
The course encourages a reflective and open attitude toward the diversity of approaches to communication analysis, providing the foundation for the development of autonomous and critically informed learning paths.

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.

Detailed program

Culture, technology and media

Digital media: history and social contexts

Models of digital society

The Computer

Internet

Part Two

Platform strategies

Shifting cultural practices

Entertainment sectors

Video games

Celebrities, influencers and content creators

Public shaming

Memes and society

Onlyfans

Digital and urban italian cultures: maranza

Prerequisites

None

Teaching methods

Lectures, group and individual work.
The course consists of 49 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.
The course is taught in Italian. The exam may be taken in English.

Assessment methods

Final written exam. The aim of the exam is to asess the comprehension degree of the issues dealt with in the course, the argumentative skills, the clarity of exposition, the accuracy of sociological terminology.
The exam will consist of two open-ended questions. The duration of the exam is one hour.

Students who have taken part in group work may, upon agreement with the instructor, give a final in-class presentation. Participation in group work entitles students to bring one fewer book and answer one fewer question in the exam. In addition, the presentation will receive a grade that will be averaged with the final exam score.

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
Boltansky, L (2000) Lo spettacolo del dolore, Raffaello Cortina
Farci, M. (2025) Quel che resta degli uomini, Nottetempo.
Girolami A. (2025) Rivoluzione Creator, Il Mulino
Haidt, J. (2024) La generazione ansiosa, Rizzoli
Lolli, A. (2019) La guerra dei meme, Effequ.
Lolli, A. (2025) Storia della fama, Effequ.
Mosna, L. (2018) Il videogioco. Storie, forme, linguaggi, genere, Audino
Nagle, A. (2018) Contro la vostra realtà, Luiss
Pilati, F. (2026) Maranza. Il capitalismo dello stigma, Ledizioni
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

Sustainable Development Goals

QUALITY EDUCATION