

SCHOOL	Web e Comunicazione d'Impresa / Grafica e Comunicazione
ACADEMIC YEAR	THREE-YEAR PROGRAM ITWO-YEAR PROGRAM I - 2025/2026
SUBJECT	1633 Fenomenologia dei media A+B
TYPE OF SUBJECT	Theoretical
NUMBER OF HOURS PER LESSON	3
NUMBER OF ECTS CREDITS	6
DISTRIBUTION OVER THE ACADEMIC YEAR	I SEMESTER

EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The course aims to provide students with a comprehensive understanding of traditional and digital media, with a particular focus on the transformations brought about by the digital revolution and the critical role of the web and artificial intelligence in the development of the contemporary media system. Students will acquire a critical understanding of the principal media platforms, including print, film, television, and the web, as well as their production dynamics and the specific languages employed in each of these contexts. In accordance with the objectives of the course of study, the teaching aims to develop the students' ability to analyze media not only from a technical perspective, but also to understand their social and cultural function in the present time. Awareness will be promoted regarding the mediatization of daily life, the implications of surveillance capitalism, and the evolution of culture in the era of digital convergence, where distinctions between high and low culture are becoming increasingly blurred. One of the primary objectives is to equip students with the ability to comprehend the psychological and social implications of social media use, with a particular focus on the impact of algorithms and the emergence of new forms of artificial intelligence. This approach will enable students to develop analytical skills to understand and manage media content, not only in terms of consumption but also in terms of production, with an awareness of the inherent power and surveillance dynamics within modern information systems. The anticipated outcomes encompass the acquisition of critical skills in interpreting contemporary media and the capability to integrate this knowledge into the domain of visual and digital communication, thereby preparing students for an increasingly hybrid and interconnected professional environment.

Knowledge and understanding	Proficiency in the primary processes of development and innovation within the media system, from the perspective of media production and consumption, along with a comprehensive understanding of the essential elements of the languages utilized by these media, the principal theoretical approaches to the study of the media system's evolution, and the primary consequences of media digitization.
Applying knowledge and understanding	The ability to identify the primary characteristics of the media systems under examination, to comprehend the reciprocal influence between media and society, to address issues pertaining to the redefinition of media audiences, the increasing confusion between private and public spheres, and the convergence of media, as well as to interpret media from technological, medial, and textual perspectives.
Making judgements	Possess the ability to deconstruct, analyze, and comprehend the dynamics of a medium and its production processes, referencing both other media and documents, and independently conducting bibliographic research.
Communication skills	Professionally address issues related to old and new media using technical-sectoral language and the analytical categories applicable to this disciplinary field.
Learning skills	Developing autonomy in learning, leading to the individual exploration of specific topics in traditional and digital media, including the analysis and comparison of media texts, as well as the examination of theories relevant to this field.

CONTENTS	<p>Introduction to Media Studies The mass media The concept of interaction and symbolic power The media experience Semiotic and sociological approaches Traditional media outlets The press: historical development, models from the book to the newspaper. Cinema: Historical Development, Language, and Communication Models Television: techniques and dissemination, early and modern television, programming schedules, television genres, and the digital transformation The new media The concept of hypertext: transitioning from linearity to the analog network The network structure: an active media model Web 1.0 and 2.0: the triumph of the producer/user Search engines: uses, characteristics, limitations, and cultural issues The Google generation: innovative approaches to knowledge Social media (mobile phones, instant messaging, social networks) The social and psychological effects of social media The digitization and platformization of media and culture New media and temporality: within the family, at school, and among friends Big Data and Surveillance Capitalism Generative artificial intelligence and its impact on culture and communication Conceptualization and execution of the final paper Guidelines for the execution of the work Professional proofreading of work drafts</p>
ADOPTED METHODOLOGY	<p>[X] In Person Lectures, individual research, case analyses, viewing of films (sequences), television programs, web pages, social media, and AI platforms. Professional tools Slides, course notes, mandatory and recommended texts, and media products are available on the Classroom platform.</p>
ASSESSMENT METHODS	<p>The final grade will be determined by the aggregate of the scores obtained in the written examination and the essay. To register for the exam, students must achieve a minimum score of 18/30 in the written test. Three-Year Course in Web and Business Communication The examination will focus on: - a written examination on the course topics (course notes, handouts, manual, and media products analyzed in class) that will be conducted as a test during the final class of the course or on the scheduled examination day (from 0 to 30 points). - the production of a paper (from 0 to 5 points) conducted in a small group, pertaining to the in-depth examination of one of the topics addressed during the lectures. Two-Year Course in Graphic Design and Communication The examination will focus on: A written examination on the course topics (comprising course notes, handouts, manual, selected book, and media products analyzed in class) will be conducted as a test during the final class or on the scheduled examination day (ranging from 0 to 30 points). - the development of a social media communication campaign (from 0 to 5 points) conducted in small groups, utilizing materials provided by the instructor. Evaluation Criteria Written Examination (maximum 30 points) The examination will comprise five open-ended questions pertaining to the course topics, evaluated on a scale of thirty, and will be conducted during the final lecture. Students who were absent will undertake the examination during the examination session. During the exam session, students will have the opportunity to participate in an oral integration to the test evaluation, provided they have achieved a minimum score of 18/30. The oral examination will invariably be based on the same materials as the written examination. The evaluation of the questions adheres to the following evaluation grid, with a score ranging from 0 to 6 points for each response, for a maximum total of 30 points. 0: no response provided or response entirely inconsistent with the question 1: Response not aligned with the question, making only superficial references to one or more course topics. 2: The response is only partially consistent with the question, making a superficial reference to one or more course topics. 3: Response consistent with the question, superficially referencing one or more course topics. 4: The response is consistent with the question and makes a significant reference to one or more course topics. 5: The response is consistent with the question and provides a thorough discussion of one or more course topics, utilizing specialized language in certain sections. 6: The response is consistent with the question and provides a thorough and in-depth discussion of several or various course topics, utilizing specialized language. Written Assignment (maximum 5 points) Students will also be required to submit a paper, previously agreed upon with the instructor, following a predetermined analysis framework. The paper will be evaluated with a score ranging from 0 to 5, which will be added to the final assessment score accrued by the student. The evaluation of the optional paper (0-5 points) adheres to the following criteria: 0: the paper was not submitted or was entirely inconsistent with the assignment or contained non-original components. 1: The paper is not sufficiently consistent with the assignment or exhibits evident limitations in quality. 2: The paper is consistent with the assignment, identifying a limited number of conceptual issues in the comparison, but not in a sufficiently thorough manner, or it is composed with evident limitations in quality. 3: The paper is consistent with the assignment, identifying certain conceptual issues in the comparison, but only some are addressed in depth or with certain limitations in quality. 4: The paper is consistent with the assignment, identifying various conceptual nodes in the comparison, with at least some being thoroughly examined, and maintaining an appropriate level of expression. 5: The paper is consistent with the assignment, identifying various conceptual nodes in the comparison, all of which are thoroughly examined and presented with a refined level of expression.</p>