

SCHOOL	Graphic design
ACADEMIC YEAR	THREE-YEAR PROGRAM III - 2025/2026
SUBJECT	932 Psicosociologia dei consumi culturali
TYPE OF SUBJECT	Theoretical
NUMBER OF HOURS PER LESSON	3
NUMBER OF ECTS CREDITS	4
DISTRIBUTION OVER THE ACADEMIC YEAR	II SEMESTER

EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

This course aims to provide the tools for analyzing the pathways of meaning construction implemented by various forms of visual communication in relation to consumption. By establishing a dialogue between the past and the present, the program aims to provide analytical models for understanding consumption patterns and their social and cultural implications. Through an overview of the twentieth century (with references to previous centuries), the phenomena of consumption and their evolution in relation to the economic boom will be observed, culminating in an analysis of the contemporary scenario. The study of the consumption of cultural products will be prioritized, always in relation to other forms of consumption, within a framework of reciprocal influences. Specifically, the role of the image and the media that disseminate it will be examined in depth (through a "journey" across different eras: from the pre-photographic era with the figurative arts, to the reproducible image, cinema, television, and finally the digital age). The ability to analyze consumption phenomena through the observation of their social and communicative manifestations.

Knowledge and understanding	Upon completion of the course, students will have acquired an understanding of the concept of analyzing both static images and the primary modes of communication in promotional audiovisuals, as well as the capacity of cultural products to stimulate consumer desires and delineate identity models.
Applying knowledge and understanding	Students are expected to demonstrate the ability to recognize and analyze the communicative models utilized in promotional messages, as well as the persuasive techniques present, to varying degrees of explicitness, in communicative phenomena.
Making judgements	Students are expected to demonstrate the ability to evaluate the quality and innovation level of various cultural products within the contemporary cross-media landscape.
Communication skills	Students are expected to acquire confidence not only in applying the analytical techniques provided, but also in communicating the results of the critical surveys conducted.
Learning skills	Students are expected to develop the ability to understand the current consumption landscape, which is increasingly rich in multimedia interconnections and cross-cutting roles that complement the production and institutional communication of goods, whether promoting them (such as influencers) or providing a critical perspective (bloggers, documentary filmmakers, independent reporters).

CONTENTS	<p>Course topics: - The concept of a "cultural product." - The year 1960 marked a watershed moment, initiating the era of mass consumption in Italy. - The social mechanisms in effect during the economic boom. - To observe contemporaneity, in the "mirror" of the premises represented by the phenomena of the past under examination. - A reflection on our mental map to orient ourselves within the consumption system. This is a continuously evolving list, founded upon two primary actions: knowledge and recognition. - How merchandise is presented, showcasing itself, in a journey that begins with the storefront display and extends to television. - Carosello: a program composed of advertisements, broadcast on Italian television for 20 years (1957-1977). - The late 1960s and early 1970s. Storytelling, experimentation, conscious myth-building, and reference models. - Communicating consumption through storytelling. Examine history through the lens of consumption. - The 1980s and the success of advertising as a powerful, evocative narrative. A case in point: the Chilean referendum campaign. Furthermore, the fall of the Berlin Wall, the advent of mass consumption in Eastern Europe, and the sentiment of Ostalgia are also noteworthy. - The Society of Dreams - Prank marketing</p>
ADOPTED METHODOLOGY	<p><input checked="" type="checkbox"/> In Person Lectures and exercises will involve the presentation of specific in-depth analyses by students to the class.</p>
ASSESSMENT METHODS	<p>The assessment of learning, which will be reflected in the final grade, will be based on the average of two parameters: 1 -> A grade, on a scale of 1 to 30, will be assigned to a case study dedicated to a cultural product of your choice and the phenomena related to it, with reference to the topics covered in the course. The submission must be uploaded to the Classroom as a presentation, consisting of a maximum of 10 slides containing images and text (minimum text length of 3600 characters, maximum 7200 characters, including spaces). As an alternative to the slide presentation, a video contribution may be submitted, featuring evocative images of the examined case study and explanatory texts narrated by the author, who may also appear on-screen if deemed useful. Alternatively, a podcast-style audio contribution is acceptable, provided the narration is by the research author. The duration (in both cases, whether audiovisual or podcast) must be a minimum of 5 minutes and a maximum of 10 minutes. 2 -> A grade, on a scale of 1 to 30, will be awarded based on a final in-class examination.</p>