



# UNIVERSITÀ DEGLI STUDI DI PALERMO

<b>DEPARTMENT</b>	Scienze Umanistiche
<b>ACADEMIC YEAR</b>	2016/2017
<b>BACHELOR'S DEGREE (BSC)</b>	MODERN LANGUAGES AND LITERATURES AND LINGUISTIC MEDIATION - ITALIAN AS A SECOND LANGUAGE
<b>SUBJECT</b>	SOCIOLOGY OF CULTURAL AND COMMUNICATION PROCESSES
<b>TYPE OF EDUCATIONAL ACTIVITY</b>	C
<b>AMBIT</b>	10663-Attività formative affini o integrative
<b>CODE</b>	06538
<b>SCIENTIFIC SECTOR(S)</b>	SPS/08
<b>HEAD PROFESSOR(S)</b>	RIZZUTO FRANCESCA Professore Associato Univ. di PALERMO
<b>OTHER PROFESSOR(S)</b>	
<b>CREDITS</b>	6
<b>INDIVIDUAL STUDY (Hrs)</b>	120
<b>COURSE ACTIVITY (Hrs)</b>	30
<b>PROPAEDEUTICAL SUBJECTS</b>	
<b>MUTUALIZATION</b>	
<b>YEAR</b>	3
<b>TERM (SEMESTER)</b>	2° semester
<b>ATTENDANCE</b>	Not mandatory
<b>EVALUATION</b>	Out of 30
<b>TEACHER OFFICE HOURS</b>	<b>RIZZUTO FRANCESCA</b> Tuesday 10:00 12:00 edificio 15, piano 6, stanza 605

**DOCENTE:** Prof.ssa FRANCESCA RIZZUTO

<b>PREREQUISITES</b>	access test
<b>LEARNING OUTCOMES</b>	<p><b>KNOWLEDGE AND CAPACITY OF UNDERSTANDING</b> Gain knowledge and understanding of the main theories about the relationship between mass communication and modernisation</p> <p><b>CAPACITY TO APPLY KNOWLEDGE AND UNDERSTANDING</b> The course aims at developing the students' capacity to apply knowledge and understanding to specific case studies. In particular the students will apply the theoretical knowledge acquired in the first part of the course to the "reading" of the production, distribution and reception process of media texts.</p> <p><b>INDEPENDENT JUDGEMENT</b> The student will be expected to develop autonomous interpretation of the role that media have taken with their different textual strategies and peculiarities.</p> <p><b>COMMUNICATION SKILLS</b> The students will achieve the ability to communicate in an effective way through the acquisition of a specific language.</p> <p><b>LEARNING ABILITY</b> The course aims to develop the students' awareness to learn about the issues related to social history of mass media and in particular to the rise of democracy in connection to the development of modern journalism in Western societies.</p>
<b>ASSESSMENT METHODS</b>	<p>The assessment methods include oral examinations aiming at ascertaining the possession of knowledge and understanding of the course topics as well as oral competences of the student. The judging criteria for the highest grade (30/30) are, in order of importance, correctness ( the student must answer pertinently and appropriately with personal critical observation) and conciseness. At least 3 questions. Grades as following: a) excellent, 30 - 30 cum laude; b) very good: 26-29; c) good: 24-25; d) satisfying: 21 - 23; e) sufficient: 18 - 20; f) not sufficient: = .</p>
<b>EDUCATIONAL OBJECTIVES</b>	<p><b>EDUCATIONAL OBJECTIVES OF THE MODULE:</b> The course aims to develop knowledge of the main theoretical approaches to understand old and new media impact on modernisation process, focusing on the peculiarities of Italian cultural industry. As a specific focus, it will present and analyse the relationship between public and private in the media age, the newsmaking, the models of journalism, the media effects and the rise of infotainment in Italy.</p>
<b>TEACHING METHODS</b>	Lectures using multimedia aids
<b>SUGGESTED BIBLIOGRAPHY</b>	<p>1. J. B. Thompson, Mezzi di comunicazione e modernita. Una teoria sociale dei media, Bologna, Il Mulino, 1998. 2. M. Giacomarra, La comunicazione pubblica, Palermo, La Zisa, 2014. 3. F. Rizzuto, Lo spettacolo delle notizie, Roma, Aracne, 2012 + Materiali forniti dalla docente durante le lezioni</p>

### SYLLABUS

Hrs	Frontal teaching
3	Definitions of communication
3	Elements and models of communication
3	From mass to personal media
3	Space and time in the media age
3	Modern society and communication process
3	Interactions and media
3	News values and newsmaking
3	Models of journalism
3	Infotainment in Italy: actors, peculiarities and consequences.
3	Public communication in Italy