



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2018/2019
MASTER'S DEGREE (MSC)	PUBLIC AND BUSINESS COMMUNICATION AND ADVERTISING
SUBJECT	SOCIAL MEDIA STUDIES
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50503-Discipline della comunicazione pubblica e d'impresa
CODE	19655
SCIENTIFIC SECTOR(S)	SPS/08
HEAD PROFESSOR(S)	CAPPELLO GIANNA Professore Associato Univ. di PALERMO MARIA
OTHER PROFESSOR(S)	
CREDITS	9
INDIVIDUAL STUDY (Hrs)	165
COURSE ACTIVITY (Hrs)	60
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	1
TERM (SEMESTER)	2° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	<p>CAPPELLO GIANNA MARIA</p> <p>Thursday 17:00 19:00 la piattaforma Teams. La prenotazione online e' obbligatoria. Si prega di specificare nelle note il motivo del ricevimento. Il giorno stesso del ricevimento si prega di inviare alla docente un messaggio privato nella chat Teams per segnalare la presenza. La docente richiamerà secondo l'ordine di invio del messaggio.</p>

DOCENTE: Prof.ssa GIANNA MARIA CAPPELLO

PREREQUISITES	The knowledge and competence acquired during the three-years degree are required with specific reference to general sociology as well as to the sociology of digital media, cultural processes and communication.
LEARNING OUTCOMES	<p>KNOWLEDGE AND CAPACITY OF UNDERSTANDING Gain knowledge and understanding of the social, cultural and economic aspects of the social media phenomenon.</p> <p>CAPACITY TO APPLY KNOWLEDGE AND UNDERSTANDING Through reflection and debate in class, 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 social media cultures, dealing in particular with the study of phenomena that they themselves experience in their own everyday life experience. Through these applications, the students will strengthen their ability to adapt what they have learned to the analysis of similar contexts.</p> <p>INDEPENDENT JUDGEMENT Ability to develop independent judgments with reference to both the general issues addressed during the course and the impact of the knowledge and competence acquired in the communicator profession. The student will be expected to deal with some current issues relating to the construction of culture through social media, thereby enhancing its ability to develop autonomous interpretation of the role that new media and the whole industry of digital productions and services have taken and will take in the sector of the processing and dissemination of information globally.</p> <p>COMMUNICATION SKILLS Through the presentation and discussion in class of case studies and group work regarding the issues covered in the course, students will develop their communication skills both with regards to other students and to the professor. They will achieve the ability to illustrate the issues relating to sociological aspects of communication and digital media using the pertinent and specific language of the discipline. The acquisition of a specific language, as required by the course, will strengthen the communication skills of the student, preparing also to play - after graduation - research and consultancy in the field of computer-mediated communication in contact with public and private operators and to participate as an expert in new media in political institutions, administrative bodies, museums, healthcare, schools, etc.</p> <p>LEARNING ABILITY The course aims to develop the students' awareness and ability to learn about the issues related to social media, thereby strengthening the students' ability to learn new techniques and advanced knowledge tools to address such issues in the future path of study and work for continuous updating of knowledge.</p>
ASSESSMENT METHODS	<p>The assessment method includes an oral exam aiming at ascertaining the possession of knowledge and critical understanding of the course topics.</p> <p>In addition, thanks to classroom discussion of case studies addressed through group work and exercises, it will be possible to assess the acquisition of the ability to apply knowledge and critical understanding to real cases, as well as independence of judgment and communication skills.</p> <p>Grades will be given according to the following criteria:</p> <p>EXCELLENT (30 - 30 cum laude) - If the student shows an excellent knowledge of the topics, property of language and analytical capacity, and also if the student is able to apply excellently the knowledge acquired to solve the problems proposed.</p> <p>VERY GOOD (27-29) - If the student shows a very good mastery of the topics, a very good property of language and analytical capacity, and also if the student is able to apply very satisfactorily the knowledge acquired to solve the problems proposed.</p> <p>GOOD (24-26) - If the student shows a good knowledge of the main topics, property of language and capacity to apply the knowledge acquired to solve the problems proposed.</p> <p>MORE THAN SUFFICIENT (21-23) - If the student shows a more than sufficient knowledge of the main topics, property of language and capacity to apply the knowledge acquired to solve the problems proposed.</p> <p>SUFFICIENT (18-20) - If the student shows a sufficient knowledge of the main topics, property of language and capacity to apply the knowledge acquired to solve the problems proposed.</p> <p>INSUFFICIENT (less than 18) - if the student shows an insufficient knowledge of the main topics, property of language and capacity to apply the knowledge acquired to solve the problems proposed</p> <p>The assessment will be done either through an intermediate written test during the semester or through the regular exams as scheduled in the didactic calendar.</p>
EDUCATIONAL OBJECTIVES	The course aims to contribute to the understanding of social media at the threshold of maturity, describing in the first part twenty years of history, with

	<p>particular attention to technological, communicative and cultural evolution. The historical reconstruction also includes a comparison between the different phases of study and their intertwining with social and media discourses.</p> <p>The second part is dedicated to three parts of the debate: 1) the representation of reality - social media are now an important tool for spreading stories (true and false), but they are also the place where narratives are built collectively in conversations between users ; 2) the relationship between what is private and what is public - social media puts the same definition at stake, together with that of the forms of control of the boundaries of our privacy; 3) intergenerational use. A monographic attention will be given to the TV series Black Mirror</p>
TEACHING METHODS	Lectures using multimedia aids; case studies; group work.
SUGGESTED BIBLIOGRAPHY	<p>Nicoletta Vittadini, Social Media Studies, I social media alla soglia della maturità: storia, teorie, temi, Francoangeli, Milano 2018.</p> <p>Nick Srnicek, Capitalismo digitale. Google, Facebook, Amazon e la nuova economia del web, Luiss University Press 2017</p> <p>Davide Bennato, Black mirror. Distopia e antropologia digitale, Villaggio Maori 2018.</p> <p>NOTA BENE: La selezione dei libri di testo potrebbe subire delle variazioni che saranno comunicate con l'avvio delle lezioni.</p> <p>Si prega pertanto di attendere, prima di acquistare i testi, l'avvio delle lezioni.</p> <p>The selection of the textbooks may change. Changes will be notified at the beginning of the course. Therefore, before buying any book, please wait for the beginning of the course.</p>

SYLLABUS

Hrs	Frontal teaching
6	The representation of reality in the social media
6	The relationship between the private and the public in social media
6	The intergenerational use of social media
6	The new forms of business of web platforms
6	Digital capitalism. Definition, current state and future developments.
6	Twenty years of history of social media: technological, communicative and cultural evolution.
6	Black Mirror as non adaptation to technology
6	Black Mirror. Dystopies of risk.
Hrs	Practice
12	Group work and case studies