



# UNIVERSITÀ DEGLI STUDI DI PALERMO

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| DEPARTMENT                   | Culture e società   |
| ACADEMIC YEAR                | 2019/2020   |
| MASTER'S DEGREE (MSC)        | COMMUNICATION OF CULTURAL HERITAGE  |
| SUBJECT                      | THEORY AND TECHNIQUES OF NEW MEDIA  |
| TYPE OF EDUCATIONAL ACTIVITY | B   |
| AMBIT                        | 50653-Teorie e tecniche dell'informazione e della comunicazione                           |
| CODE                         | 07457   |
| SCIENTIFIC SECTOR(S)         | SPS/08  |
| HEAD PROFESSOR(S)            | FICI ANNA                      Professore Associato                      Univ. di PALERMO |
| 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         | FICI ANNA<br>Wednesday 10:30    11:30    Ed. 15 stanza 203                                |

**DOCENTE:** Prof.ssa ANNA FICI

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| <b>PREREQUISITES</b>          | A good knowledge of the sociology of communications, by traditional and digital media  |
| <b>LEARNING OUTCOMES</b>      | During the course students will acquire knowledge of the main theoretical concepts of digital media sociology, preparatory to a conscious and critical reading of the phenomena related to the relationship between young people, digital media and educational processes in contemporary society.   |
| <b>ASSESSMENT METHODS</b>     | Oral examination. Rating out of thirty. Students must answer to a minimum of three questions, about all parts of the program, with reference to the recommended texts . • Test objective: 1. verify the knowledge of the history of sociology, from its origins to the present day ; 2. ensure the acquisition of the meta-language of the discipline ; 3. ensure the ability to reason sociologically on contemporary issues. Semi structured written test. No. 5 questions: 2 closed and 3 open. The questions tend to ensure that the student has skills of reasoning and critical independent sociological thought. They are structured so as to ensure comparability. They consist of: a) two closed questions; b) three open questions that meet the constraints such as to make them comparable with the predetermined correction criteria. Distribution of votes 30-30 laude a) Knowledge of advanced topics and critical understanding of the theories and principles of the discipline b) Capacity 'advanced to apply the knowledge and also the proposed problems innovatively resolution c) Full ownership 'of specific language d) Capacity 'to organize independently and innovatively work 26-29 a) Comprehensive knowledge and specialist accompanied by critical awareness b) Complete ability 'to apply their knowledge and to develop creative solutions to abstract problems c) Good command of technical language d) Capacity 'to independently organize work 22-25 a) Knowledge of facts, principles, processes and general concepts of teaching b) Basic skills' to apply their methods to teaching materials and information tools c) A crucial element mastery of specialized language d) Basic ability 'to independently organize work 18-21 a) Minimal knowledge of the main teaching topics b) Minimum ability 'to independently apply the knowledge gained c) mastery of technical language Minima d) Minimum ability 'to independently organize work |
| <b>EDUCATIONAL OBJECTIVES</b> | The course is about social uses of photography in the general framework of the new media in constant evolution and transformation. Students will know how to reflect on this topic.  |
| <b>TEACHING METHODS</b>       | Lectures with the use of multimedia tools  |
| <b>SUGGESTED BIBLIOGRAPHY</b> | 1- Fici A., (2018), Nella giostra della Social Photography, Mondadori Università<br>2- Vettese A., (2017), L'arte contemporanea. Tra mercato e nuovi linguaggi, Il Mulino<br>3 - Barbara Fässler, La fotografia come ready-made – il ready-made come fotografia, articolo in formato digitale che verrà distribuito a lezione<br>4- Bonura M.,(2018), Il fumetto come arte e altri saggi, Edizioni Ex Libris, Palermo  |

## SYLLABUS

| Hrs | Frontal teaching   |
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| 6   | The photography of yesterday and today. The analog and digital concepts in the context of cultural and communicative processes |
| 6   | Photography and its functions: expressive, leisure and socialization   |
| 6   | Bourdieu and the social uses of photography in 1965  |
| 6   | Photography, digital image and multimedia. Put yourself in the shop window   |
| 6   | The three different kind of capital  |
| 6   | Photography and new inequalities   |
| 6   | The overriding of verbal language by visual language. Photography, comics and cinema in social interaction                     |
| 6   | Photography and overload of information  |
| 6   | Photography and overload of information. Second step   |
| 6   | A reading of the social uses of photography today through the theory of social acceleration                                    |