



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2020/2021
MASTER'S DEGREE (MSC)	PUBLIC, CORPORATE AND ADVERTISING COMMUNICATION
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 on the threshold of maturity, describing in the first part the micro and macro dimension,

	and the implications in the field of culture. The second part is dedicated to a focus on the economic dynamics of digital capitalism and its impact on work and leisure. The case study concerns the sociological analysis of the tv series Black Mirror through group and/or individual work.
TEACHING METHODS	Lectures using multimedia aids; case studies; individual and group work.
SUGGESTED BIBLIOGRAPHY	<p>1) Miconi Andrea (2018), Teorie e pratiche del web, Il Mulino, Bologna</p> <p>2) Miconi Andrea (2020), Surplus digitale: La filiera del valore da Marx al web, Egea, Milano</p> <p>3) Formenti Carlo (2008), Tre capitoli: "Mitologia 1: la rete non può essere controllata"; "Mitologia 2: la trasparenza è sempre buona"; Mitologia 3: lo sciame è sempre intelligente" tratti da Cybersoviet. Utopie postdemocratiche e nuovi media, Raffaello Cortina Editore, Milano.</p> <p>4) Tirino Mario, Tramontana Antonio (2020), I riflessi di Black Mirror: Glossario su immaginari, culture e media della società digitale, Edizioni Rogas, Milano (capitoli scelti)</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>NOTICE: 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 macro dimensione the network society theory
6	The micro dimension: relationships, daily life, social capital
6	The field of culture: open problems
6	Labour and online value
6	Labour and offline value
6	Network society and digital capitalism
4	Mithology 1: the internet cannot be controlled
4	Mithology 2: transparency is always good
4	Mithology 3: the swarm is always intelligent
Hrs	Practice
12	Case study: Black Mirror