UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2021/2022
BACHELOR'S DEGREE (BSC)	MASS MEDIA AND INSTITUTIONAL COMMUNICATION SCIENCES
INTEGRATED COURSE	DIGITAL MEDIA SOCIOLOGY AND SOCIOLOGY OF COMMUNICATION - INTEGRATED COURSE
CODE	19377
MODULES	Yes
NUMBER OF MODULES	2
SCIENTIFIC SECTOR(S)	SPS/08
HEAD PROFESSOR(S)	CAPPELLO GIANNA MARIA Professore Associato Univ. di PALERMO
OTHER PROFESSOR(S)	CAPPELLO GIANNA MARIA Professore Associato Univ. di PALERMO
CREDITS	12
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	1
TERM (SEMESTER)	1° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	**CAPPELLO GIANNA MARIA** 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 richiamera' secondo l'ordine di invio del messaggio.

DOCENTE: Prof.ssa GIANNA MARIA CAPPELLO

PREREQUISITES	It is sufficient to have the general knowledge and competence acquired during high school
LEARNING OUTCOMES	KNOWLEDGE AND CAPACITY OF UNDERSTANDING Gain knowledge and understanding of the constituent aspects of the communication process and the different forms and methods of communication (interpersonal communication, mass communication and computer-mediated communication). Acquire basic knowledge and understanding of the main theoretical sociological approaches regarding communication and digital media, of their role and effects in contemporary society. A particular attention will be given to acquiring knowledge and understanding of the issues related to the history and recent evolutions of television within a context of multimedia "convergence". 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 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. 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 new 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. 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. LEARNING ABILITY The course aims to develop the students' awareness and ability to learn about the issues related to communication in general and in particular to the production, distribution and reception of culture as a socially constructed phenomenon, "mediated" by the new info-communication technologies, thereby so 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.
ASSESSMENT METHODS	The assessment methods include written tests consisting of open and/or closed questions aiming at ascertaining the possession of knowledge and critical understanding of the course topics. A complete and thorough study of the textbooks will enable the student to develop a detailed answer to the questions. The judging criteria for the correction of the answers are three, in order of importance: - Correctness: the student must respond pertinently and appropriately to what is written in the textbooks. Any personal observation must follow this. Wrong answers lead to cancellation of the answer. - Completeness: answers must be as exhaustive as possible in dissecting aspects of the subject matter of the question. Too general or incomplete answers involve a low grade. - Conciseness: the student has to go right to the point, avoiding turns of phrase and general introductions. 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. Grades will be given according to the following criteria: 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. 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. 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. 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. 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. 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 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.
TEACHING METHODS	Lectures using multimedia aids; case studies; group work.

MODULE
SOCIOLOGY OF COMMUNICATION

Prof.ssa GIANNA MARIA CAPPELLO

SUGGESTED BIBLIOGRAPHY

Luciano Paccagnella (2020), Sociologia della comunicazione nell'era digitale, il Mulino, Bologna
Guido Gili, Fausto Colombo (2013), Comunicazione, cultura, società : l'approccio sociologico alla relazione comunicativa, La Scuola, Brescia
NOTA BENE: La selezione dei libri di testo potrebbe subire delle variazioni che saranno comunicate con l'avvio delle lezioni. Si prega pertanto di attendere, prima di acquistare i testi, l'avvio delle lezioni.
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.

AMBIT	50089-Discipline sociali e mediologiche
INDIVIDUAL STUDY (Hrs)	110
COURSE ACTIVITY (Hrs)	40

EDUCATIONAL OBJECTIVES OF THE MODULE

The course aims to develop knowledge and understanding of the main theoretical approaches and constitutional aspects of the communication process in its various forms and modes(interpersonal, mass, computer-mediated).

SYLLABUS

Hrs	Frontal teaching
6	Interpersonal communication
6	Mass communication
6	Digital communication
4	What is communication made of? How does the communication take place? Why do we communicate? What is communication for?
5	What forms does communication take?
3	What are communication systems and networks and how do they work?
3	When and why does communication fail?
2	What is credibility?

Hrs	Practice
2	Case studies
3	Case studies

MODULE
DIGITAL MEDIA SOCIOLOGY

Prof.ssa GIANNA MARIA CAPPELLO

SUGGESTED BIBLIOGRAPHY

1) Adam Arvidsson, Alessandro Delfanti (2016), Introduzione ai media digitali, Il Mulino, Bologna (seconda edizione).
2) Mario Tirino, Antonio Tramontana (2020) (a cura di), I riflessi di Black Mirror: Glossario su immaginari, culture e media della società digitale, Rogas, Roma
NOTA BENE: La selezione dei libri di testo potrebbe subire delle variazioni che saranno comunicate con l'avvio delle lezioni. Pertanto, prima di procedere all'acquisto, si prega di attendere l'inizio delle lezioni.
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.

AMBIT	50089-Discipline sociali e mediologiche
INDIVIDUAL STUDY (Hrs)	110
COURSE ACTIVITY (Hrs)	40

EDUCATIONAL OBJECTIVES OF THE MODULE

The course aims to systematize and develop today's debate on digital media by linking the social uses and practices of the media with some of the most important reflections of contemporary social theory. The analysis of our everyday experience with digital media is placed in the middle of a critical reading of the relationship between media, society and power, and the new forms of inequality, the new asymmetries and injustices that are being created. This critical reading will be integrated and exemplified through the analysis of a case study: the tv serie Black Mirror

SYLLABUS

Hrs	Frontal teaching
6	Digital media and social reality
6	Cultures, identities and online cooperation
6	The online public sphere and the economic models of the web
6	History of digital media
5	Glossary of Black Mirror
5	Glossary of Black Mirror

Hrs	Practice
6	Exercises and case studies