



# UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società		
ACADEMIC YEAR	2023/2024		
MASTER'S DEGREE (MSC)	FOOD COMMUNICATION		
SUBJECT	MEDIA AND ENOGASTRONOMY		
TYPE OF EDUCATIONAL ACTIVITY	B		
AMBIT	70213-Scienze della memoria, filosofiche e della comunicazione		
CODE	23014		
SCIENTIFIC SECTOR(S)	M-FIL/05		
HEAD PROFESSOR(S)	MANGIAPANE FRANCESCO	Ricercatore a tempo determinato	Univ. di PALERMO
OTHER PROFESSOR(S)			
CREDITS	9		
INDIVIDUAL STUDY (Hrs)	165		
COURSE ACTIVITY (Hrs)	60		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	2		
TERM (SEMESTER)	1° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	<b>MANGIAPANE FRANCESCO</b> Wednesday 9:00    12:00    Campus di Viale delle Scienze, Palermo - Edificio 15, Stanza 305 (terzo piano)		

<b>PREREQUISITES</b>	Knowledge of semiotic theory. The foundations of the discipline will in any case be presented in a concise manner to allow students who are unaware of them to follow the theoretical articulation of the course.
<b>LEARNING OUTCOMES</b>	<p>Knowledge and understanding Know and be able to critically expose the main issues regarding the media representation around food and nutrition.</p> <p>Ability to apply knowledge and understanding Ability to structure an organic reflection on the semiotic processes involved in the construction of the media narrative around food and nutrition. Ability to formulate analytical strategies and editorial plans for the reorientation of food programming in the media.</p> <p>Judgment autonomy Recognize and understand the phenomena of cultural transformation with particular reference to the semiotic components that characterize them in the gastronomic discourse.</p> <p>Communication skills Ability to illustrate with linguistic and scientific precision, also through forms of autonomous and/or group presentation, the problems relating to the semiotic aspects of the production and cultural reproduction of food and nutrition.</p> <p>Learning ability Ability to keep updated with the consultation of scientific publications specific to the sector. Ability to follow, using the knowledge acquired in the course, both first and second level masters, in-depth courses and specialized seminars in the communication sector.</p>
<b>ASSESSMENT METHODS</b>	<p>The evaluation will be expressed in thirtieths. The examinee will have to answer five to six questions orally, on all the topics covered by the program, with reference to the recommended texts. Questions will tend to verify a) knowledge and understanding acquired; b) processing skills; c) possession of adequate presentation skills; d) autonomy of judgement.</p> <p>Distribution of votes</p> <p>30 - 30 and praise a) Advanced knowledge of the topics and critical understanding of the theories and principles of the discipline; b) Advanced ability to apply the knowledge and solve the proposed problems also in an innovative way; c) Fluency in the specialized language of the discipline; d) Ability to organize work in an autonomous and innovative way.</p> <p>26 - 29 a) Comprehensive and specialized knowledge accompanied by critical awareness; b) Complete ability to apply acquired knowledge and to develop creative solutions to abstract problems; c) Good mastery of specialized language; d) Ability to organize work autonomously.</p> <p>22-25 a) Knowledge of facts, principles, processes and general concepts of the discipline; b) Basic ability to apply methods, material tools and information related to the discipline; c) Basic mastery of specialized language; d) Basic ability to organize work autonomously.</p> <p>18-21 a) Minimal knowledge of the main teaching topics; b) Minimal ability to autonomously apply the acquired knowledge; c) Minimal mastery of the specialized language; d) Minimal ability to organize work autonomously.</p>
<b>EDUCATIONAL OBJECTIVES</b>	The course will address the problem of the media representation of food, exploring it from the point of view of food and wine and scientific journalism, advertising, television, cinema, digital media, restaurants, diets.
<b>TEACHING METHODS</b>	<p>Lessons.</p> <p>In addition, to deepen the topics of the course, and allow students to acquire the</p>

	ability to apply knowledge and understanding with autonomous presentations, group activities are envisaged aimed at the analysis of concrete case studies
<b>SUGGESTED BIBLIOGRAPHY</b>	<p>Giacomo Festi, (2015), "Mangiare altro. La mediatizzazione delle identità culturali nei format televisivi gastronomici" in Lexia, nn. 19-20, pp. 435-439.</p> <p>Alice Giannitrapani, (2014) "Sfide ai fornelli e piaceri televisivi. Il caso dei cooking show", in Gianfranco Marrone (ed.), Buono da pensare, 2014, pp. 101-132.</p> <p>Dario Mangano, (2014), "L'anima del commercio alimentare. Pubblicità, brand, comunicazione", in Gianfranco Marrone (ed.), Buono da pensare, 2014, pp. pp. 66-100.</p> <p>Francesco Mangiapane (2014). "Pratiche culinarie nelle maglie della rete. Blog e contest gastronomici". In: Gianfranco Marrone (ed.). Buono da pensare. Roma: Carocci, pp. 167-198.</p> <p>Francesco Mangiapane, (2015) "L'invenzione della cucina nordica" in Lexia, nn. 19-20, pp. 153-168.</p> <p>Francesco Mangiapane, (2021), "Cinema e politiche del vino" in M. Montanari, a cura, Cucina Politica, Roma-Bari, Laterza, pp. 242-256.</p> <p>Francesco Mangiapane (2023), Cinema e cibo, in uscita</p> <p>Gianfranco Marrone, (2014) "Gustare con gli occhi: l'enunciazione in Masterchef" in Lexia 17-18, pp. 331-352.</p> <p>Gianfranco Marrone, (2014), Gastromania, Milano, Bompiani</p> <p>Ilaria Ventura Bordenca, 2020, "Dimagrire in tv" in Essere a dieta. Regimi alimentari e stili di vita, Milano, Meltemi, pp. 267-315.</p> <p>Ilaria Ventura Bordenca, 2020, "il discorso giornalistico su cibo e salute", in Essere a dieta. Regimi alimentari e stili di vita, Milano, Meltemi, pp. 317-353.</p> <p>Ilaria Ventura Bordenca, 2020, "Pubblicità alimentari per bambini" in Essere a dieta. Regimi alimentari e stili di vita, Milano, Meltemi, pp. 205-237.</p> <p>Facoltativo (a supporto dell'acquisizione dei prerequisiti teorici del corso)</p> <p>Gianfranco Marrone, 2012, Introduzione alla semiotica del testo, Roma Bari, Laterza.</p>

## SYLLABUS

Hrs	Frontal teaching
1	Presentation of the course. Texts in the program, office hours, structure of the lessons, exam methods.
4	Basics of the Semiotic Discipline: Epistemologic foundations, the semiotic square, the narrative programs.
4	Basics of the Semiotic Discipline: passions, enunciation, visual languages.
4	Food Advertising. Theoretical models: consumption's values square, brand styles' square.
2	Food advertising targeted to children
3	Journalistic discourse on food and health
6	The case of Cooking Shows: from Benedetta Parodi to Masterchef.
3	The representation of cultural otherness in television programs dedicated to food
3	Lose weight on TV: programs on diets
5	Political rethorics across Cinema and food (10 hours) The problem of otherness Babettes gæstebud (1987, dir. Gabriel Axel) Big Night (1996, dir. Stanley Tucci, Campbell Scott)
5	The problem of alterity The Angels' Share (2012, dir. Ken Loach), Ratatouille (2007, dir. Brad Bird). Final remarks on the political models of culinary cinema
5	The problem of identity (rhetoric of wine in the cinema) Conte d'Autoumne (1998, directed by Éric Rohmer), Mondovino (2004, directed by Johnatan Nossiter), Natural resistance (2014, directed by Johnatan Nossiter) A Good Year (2006, dir. Ridley Scott) Sidways (2004, dir. Alexander Payne) Saint Amour (2016, director Gustave Kervern, Benoît Delépine)
5	Culinary practices in the meshes of the net. Gastronomic blogs and contests. Enhancements of online food, culinary blog styles, analysis of leadership models and online community dynamics.
2	Concluding remarks
Hrs	Practice
2	The beginnings of the television storytelling of food in Italy
Hrs	Workshops
6	Food advertising workshop