



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2016/2017
BACHELOR'S DEGREE (BSC)	COMMUNICATION FOR CULTURE AND ARTS
SUBJECT	ANTHROPOLOGY OF COMMUNICATION
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50091-Scienze umane ed economico-sociali
CODE	18037
SCIENTIFIC SECTOR(S)	M-DEA/01
HEAD PROFESSOR(S)	MESCHIARI MATTEO 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)	1° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	MESCHIARI MATTEO Wednesday 11:00 13:00 il ricevimento si effettua previa prenotazione via mail (matteo.meschiari@unipa.it) presso Dipartimento "Culture e Società", Edificio 2, Viale delle Scienze, primo piano.

DOCENTE: Prof. MATTEO MESCHIARI

PREREQUISITES	Cultural skills usually acquired in the five pre-university years are required
LEARNING OUTCOMES	<p>Knowledge and understanding: students must be able to understand and critically analyze cultural objects using the tools and methods of anthropology of communication (field work and digital ethnography).</p> <p>Applying knowledge and understanding: the course intends to lay the groundwork for students to be able to independently use ethnographic methods (in the field and online) as tools in the field of communication.</p> <p>Making judgements: the course aims to enable students to independently recognize different cultural and communication typologies.</p> <p>Communication skills: understanding and use of the anthropological language applied to communication.</p> <p>Learning skills: students are required to develop the necessary skills to prepare for the exam using material discussed during the lessons.</p>
ASSESSMENT METHODS	<p>Students are evaluated with a final oral examination (75%) and with practice exercises (25%). Students are examined on their a) knowledge of the course contents; b) ability to analyze and exemplify anthropological phenomena; c) communication skills and appropriate use of scientific terminology; d) critical evaluation and problem solving abilities. The score range of the oral examination is 18/30. CRITERIA FOR MARKING ORAL EXAMINATIONS:</p> <p>30-30 cum laude (excellent): excellent knowledge of the course contents; very good command of scientific terminology; very good analytical skills; 27-29 (very good): very good knowledge of the course contents; good command of scientific terminology; good analytical skills; 24-26 (good): good knowledge of the course contents; good command of scientific terminology, though usage may not be flawless; good analytical skills; 21-23 (fair): acceptable grasp of basics in the course contents; limited linguistic resources make it difficult for candidate to display autonomous analytical skills; questions are usually understood, but rephrasing is often required; questions are usually answered relevantly, but frequent repetition and hesitation; some questions are misunderstood; 18-20 (poor): very poor knowledge of the course contents; no ability to reformulate and expand; questions are often misunderstood; answers are irrelevant and incomplete; little or no evidence of analytical and communication skills; (fail): unable to deal with any but the most basic questions, information is insufficient, inaccurate, and/or irrelevant.</p>
EDUCATIONAL OBJECTIVES	The course aims to analyze human expression in its cultural variability: language, images, body, performances, mass media, art, commercial advertising, etc. It puts particular emphasis on storytelling, as a narrative strategy and rhetoric tool in society, politics and advertising.
TEACHING METHODS	lectures
SUGGESTED BIBLIOGRAPHY	- A. Duranti, Etnopragmatica. La forza nel parlare, Carocci 2009. - M. Meschiari, Antispazi. Wilderness Apocalisse Utopia, Pleistocity Press 2015.

SYLLABUS

Hrs	Frontal teaching
5	Fundaments and methods of cultural anthropology. Brief history and the concept of fieldwork
5	The anthropology of communication, an introduction.
5	Communication among animals and humans.
10	Anthropology and mass media
10	Anthropology and the web
5	Netnography. Case studies
5	Storytelling, an evolutionary introduction
5	Storytelling: narratology and the '80s
5	Storytelling: advertising, politics, case studies.
Hrs	Practice
5	Wilderness, apocalypse, utopia: reading exercises