



DISCIPLINE DELL'AUDIOVISIVO, DELLA MUSICA E DELLO SPETTACOLO (DAMS)

A. A. 2023-2024

TV AND SERIALS CULTURE

General information	
Year of the course	II Year
Academic calendar (starting and ending date)	I Semester (25/09/2023 – 13/12/2023)
Credits (CFU/ETCS):	9
SSD	L-ART/06
Language	Italian
Mode of attendance	Attendance is regulated by Article 4(2) of the Study Course Regulations

Professor/ Lecturer	
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Department and address	Faculty of Languages, IV floor, Garruba 6 street, Ufficio Assegnisti
Virtual room	Microsoft Teams
Office Hours (and modalities: e.g., by appointment, on line, etc.)	The office hours will be on Microsoft Teams and in person, on Tuesday, from 3 pm to 5 pm. Students are recommended to write an e-mail in advance.

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
225	63		162
CFU/ETCS			
9	9		

Learning Objectives	The course aims to provide the essential tools for understanding the television and TV series industry system; it focuses on television, but also on all the new spaces and forms of distribution, participation and audience of television and TV series.
Course prerequisites	There are no prerequisites for this course in terms of contents.

Teaching strategie	The course takes place through frontal lectures supported by audiovisual projection of tv programs, series episodes, and PowerPoint slides.
Expected learning outcomes in terms of	The student will have acquired knowledge related to the main formats and genres of television, be able to evaluate the narrative and formal aspects of serial productions, and be able to recognize the most important production and distribution dynamics of the television industry.
Knowledge and understanding on:	Adequate knowledge of the main lines of development of the television medium, its history (with particular reference to the national context), digital media and television seriality.



Applying knowledge and understanding on:	Analyze television programs and understand the development of television programming; the student will be able to place audiovisual fragments by analyzing them critically and identifying genres, formats and languages; the student will also be able to analyze the main characteristics of television seriality from its origins to "complex TV."
Soft skills	<ul style="list-style-type: none">• <i>Making informed judgments and choices</i> the student will develop skills in collecting and interpreting data useful for determining personal view in the field of television and seriality; he/she will be able to relate to audiovisual content, contextualizing it within the socio-cultural and historical framework.• <i>Communicating knowledge and understanding</i> the student will be able to communicate information with logical rigor and suitable vocabulary, problematize issues inherent to the program and topics explored in depth during the course, and advance ideas and solutions to specialist and non-specialist interlocutors.• <i>Capacities to continue learning</i> the student will develop the learning skills necessary to pursue studies on television and seriality and deepen their knowledge independently.
Syllabus	
Content knowledge	<p>The course has three parts. The introductory part will be dedicated to the history of television, necessary to place the medium within the contemporary media system; it will focus on some relevant moments (start of broadcasting, RAI monopoly, advent of private networks, duopoly, analog switch-off, media convergence), with the aim of providing an articulated picture of the role of television in the national media framework. Particular attention will be paid to the evolution of the medium in the contemporary landscape, in order to highlight the relationships between traditional broadcasting and new forms of distribution and consumption.</p> <p>A second group of lectures will be dedicated to deepening some creative and industrial aspects of the medium (production and distribution, economics of broadcasting, palimpsest construction and strategies, formats and genres, audience and social effects of the medium).</p> <p>A final group of lectures will be devoted to defining the languages, forms and evolution of television seriality (history, formats, genres, media ecosystems). Through significant case studies -from the national and international scene- TV series will be analyzed, from the concept to transmedia proliferation.</p>
Texts and readings	<p>Students will have to study:</p> <p>M. Scaglioni, A. Sfardini, <i>La televisione. Modelli teorici e percorsi d'analisi</i>, Carocci Editore, Roma 2017.</p> <p>I. Piazzoni, <i>Storia delle televisioni in Italia. Dagli esordi alle web tv</i>, Carocci Editore, Roma 2014.</p> <p>G. Rossini, <i>Le serie TV</i>, il Mulino, Bologna 2016.</p> <p>Students must also study PowerPoint slides and know some TV programs or series (will be posted on the Microsoft Team during the course)</p>
Notes, additional materials	
Repository	PowerPoint slides and study-support materials will be posted during the course on the Microsoft Team.



Assessment	
Assessment methods	<p>The examination consists of a written test in which the student's knowledge of television industry, genres and TV series will be ascertained. No oral tests are scheduled.</p> <p>The test will consist of 12 closed multiple-choice questions (1 point each) and 3 open-ended questions (up to 6 points each). The test will have a maximum duration of 90 minutes, there is no minimum duration. Exam results will be posted on the Esse3 platform.</p>
Assessment criteria	<ul style="list-style-type: none">• <i>Knowledge and understanding</i> The knowledge and understanding of the topics covered in class and in reference texts related to the history and cultures of TV and TV series.• <i>Applying knowledge and understanding</i> The ability to historically place TV programs and TV series fragments, and critically analyze them.• <i>Autonomy of judgment</i> The ability to make interdisciplinary connections and contextualize audiovisual content in the historical and socio-cultural frame of reference.• <i>Communicating skills</i> Proficiency in the use of specialized vocabulary and appropriate lingo; the ability to articulate independent judgments and to rework what has been learned from lecture questions and in reference texts.• <i>Capacities to continue learning</i> The ability to congruently use acquired study tools and methodologies.
Final exam and grading criteria	<p>The final grade is given in thirtieths. The exam is considered passed when the grade is greater than or equal to 18/30.</p> <p>18-21: sufficient evaluation 22-24: fair evaluation 25-27: good evaluation 28-30: excellent evaluation (possible award of honors)</p> <p>Formative gaps, inappropriate language, lack of familiarity within the bibliography and inability to analyze will be rated negatively. A sufficient evaluation (18-21) is determined by formative gaps or inappropriate language, such as a poor knowledge of media history. A fair grade (22-24) is determined by a manualistic knowledge of the subject, unarticulated synthesis and analysis skills, a correct but not always appropriate language. A good grade (25-27) is determined by detailed answers, with accurate and specific language and a well orientation in the topics. The performance of students who achieve an organic view of course content, use of appropriate specific language and the ability to connect media history with social and cultural context will be rated as excellent (28-30).</p>
Further information	