Science of Communication

General information

Academic subject	Media, visual culture and sound studies
Degree course	SCOPSI
Academic Year	2022-2023
European Credit Transfer and Accumulation System (ECTS)	6 ects
Language	Italian
Academic calendar (starting and ending date)	I semester
Attendance	free

Professor/ Lecturer

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Virtual headquarters	
Tutoring (time and day)	to be agreed with the teacher.

Syllabus

Learning Objectives	Understanding digital culture and its evolution from the end of the last millennium to the 21st century.
Course prerequisites	Web surfing skills, basic knowledge of social networks encouraged.
Contents	Starting with the German philosopher Walter Benjamin's seminal essay *The Work of Art in the Age of its Technical Reproducibility* (1936), the aim is to understand the theory of the aura in the light of the profound changes that have taken place and are still taking place in the fabric of society and are derived from electronic media. Techné, tec(h)nology and gender issues become cogent in the digital age: what has prevented women over time from engaging in the use of technology, from approaching music and audiovisual production and the professions related to computing, technology, sound engineering etc.? The collective volume *L'Elettronica è donna (Electronics is a woman)*, will allow us to take an in-depth, cross-sectional look at the complex relationship with technology updated to the New Millennium.
Books and bibliography	C. Attimonelli, C. Tomeo, *L'Elettronica è donna. Media, corpi e pratiche transfemministe e queer*, Castelvecchi, 2022. W. Benjamin, *L'opera d'arte all'epoca della sua riproducibilità tecnicna*, Einaudi. Estratti da ECHO #3 2021, *Lo statuto dell'immagine nel XXI secolo, Introduzione* di C. Attimonelli, S. Di Chio e i saggi di: La Rocca, Pedroni, Zagarrio, Budoni, Andersen, *online:* https://ojs.cimedoc.uniba.it/index.php/eco/issue/view/126/showToc **Filmografia, Videoclip, Documentari:** Anderson, L., *30 seconds spots. Tv commercials for artists,* regia di J. Logue, USA, 1982-83. Arca, *Non Binary,* XL rec., 2020. Arca, *Prada-Rakata,* XL rec., 2021. Bjork, *All is full of love,* regia di C. Cunningham, 1999. Bjork, *Atopos,* 2022. Bute, M.E., *Rhythm in light,* USA, 1934. Bosi, L., *Disco Ruin. 40 anni di Club Culture italiana,* Italia, 2020. Lang, F. *Metropolis,* Germania, 1927. Mills, J. *Metropolis,* Axis Records, 2000. Sophie, *Faceshopping,* Future Classic, 2018. Sophie, *It's ok to cry,* MSMSMSM, 2018. *Sisters with Transistors. Electronic Music's unsung heroines*, L. Rovner, 2020. *Wreck-It Ralph* (*Ralph Spaccatutto*), R. Moore, Stati Uniti, 2012.
Additional materials	Moveis, music video, documentary should be considered as audiovisual texts, therefore to be viewed and studied like essays.

Work schedule			
Total: 40	Frontal teaching	Laboratory, working groups, seminars	Self-study hours
Hours			
ECTS			
Teaching strategy			
	Frontal teaching, visions of movies, audiovideo material, internet surfing among platforms and sources		
Expected learning outcomes			
Knowledge and understanding on:	Knowledge and understanding of contemporary languages and practices related to the galaxy of audiovisual mediated by electronic culture, to the digital sphere, from traditional to more innovative languages, from a gender perspective.		
Applying knowledge and understanding on:	Ability to learn about the multiplicity of languages on the Internet, with particular focus on gender issues related to technology; deconstructing the complex audio and visual communication strategies underlying digital platforms, understanding the meaning levels of networked images and their function, analysis of visual and sound sequences.		
Soft skills	Autonomy of judgement regarding the imagery conveyed by mass and niche media. Communication skills acquired during the course through the organisation of optional short individual expositions. Ability to learn independently about network and Internet culture.		

Assessment and feedback	
Methods of assessment	Written test
Evaluation criteria	*Written test.* *Knowledge and understanding of audiovisual languages in the light of media evolution.* *Knowledge and understanding skills applied to mass culture and social networks.* *Autonomy of judgement regarding information conveyed on digital platforms.* *Communication skills: exposition, use of ppt and rhetorical synthesis skills.* *Ability to learn the communicative strategies present in electronic social networking sites.*
Criteria for assessment and attribution of the final mark	Ability to synthesise, analyse, make connections, written expository rhetoric, inventiveness and creativity.
Additional information	