

<b>General Information</b>	
Academic subject	Media and Cultural Consumption
Degree course	Public, Social and Corporate Communication
Curriculum	
ECTS credits	6 cfu
Mandatory attendance	No
Language	Italian

<b>Subject teacher</b>	Name Surname	Mail address	SSD
	Sabino Di Chio	Sabino.dichio@uniba.it	Sps/08

<b>ECTS credits details</b>			
Basic teaching activities			

<b>Class schedule</b>	
Period	I
Year	II
Type of class	Elective

<b>Time management</b>	
Hours measured	1h=60'
In-class study hours	40
Out-of-class study hours	110

<b>Academic calendar</b>	
Class begins	October 2022
Class ends	January 2023

<b>Syllabus</b>	
Prerequisite requirements	
Expected learning outcomes	<p><i>Knowledge and understanding</i> of traditional and digital ways of cultural consumption.</p> <p><i>Applying knowledge and understanding</i>: the student will master information and tools to decode media and cultural consumption processes.</p> <p><i>Making informed judgements and choices</i>: critical attitude to reflect on the transformations that new relational and productive models provoke on social relations, on political power, on job market and on social stratification.</p> <p><i>Capacities to continue learning</i>: the student will integrate the study of sociological theories on media and consumption with an in-depth look to current events dynamics.</p>
Contents	<p>Introductory elements of Sociology of Media and Sociology of Consumption;</p> <p>The digital revolution in cultural consumption;</p> <p>Convergence and participatory culture;</p> <p>Disintermediation, network and discoverability;</p> <p>The cultural re-intermediation;</p>

Course program	
Bibliography	<p>Deborah Lupton, <i>Sociologia Digitale</i>, Pearson, Milano-Torino, 2018.</p> <p>The second book to be chosen from:</p> <ul style="list-style-type: none"> <li>• Gabriele Balbi, <i>L'ultima ideologia</i>, Laterza, Roma-Bari</li> <li>• Sabino Di Chio, <i>Asimmetria Digitale. Il piano inclinato dell'innovazione</i>, Meltemi, Roma, 2022 (<b>in corso di pubblicazione</b>)</li> </ul>
Notes	With attending students, a personalized bibliography could be agreed according to the themes addressed during seminars.
Teaching methods	Lectures. The course will include seminars in which students could present reports about the topics of the lectures. The seminars will be followed by collective debate. Meeting with experts and specialists will be encouraged. The creation of work groups will be stimulated in the preparation of the reports.
Assessment methods	Oral Examination
Further information	