Claudia Attimonelli Petraglione

COURSE OF STUDY *Sciences of Institutional, public and social Communication - SCOPSI*

ACADEMIC YEAR *2023-2024*

ACADEMIC SUBJECT Media, visual culture and sound studies, 6 etcs

General information	
Year of the course	*II*
Academic calendar (starting and ending date)	*1st Semester*
Credits (CFU/ETCS):	6 etcs
SSD	*L-art 06*
Language	*Italian*
Mode of attendance	*optional*

Professor/ Lecturer	
Name and Surname	*Claudia Attimonelli Petraglione*
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Department and address	*Uniba – ForPsiCom – Via Crisanzio 42, Bari, room 319*
Virtual room	*Teams:* **6kuzbbj**
Office Hours (and modalities: e.g., by appointment, on line, etc.)	To be agreed with the professor

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
	40		
CFU/ETCS			
6			

Learning Objectives	*An understanding of the theoretical foundations of digital culture and its evolution from the end of the last millennium to the 21st century through an archaeology of media that considers the study of the image and audio-visual languages at the centre of the didactic programme, with a sensitive approach to gender studies, in order to make intelligible and practicable all the audiovisual texts of contemporaneity, from analogue to digital photography, from music videos to memes, from early cinema to television serials. A particular look is given to the field of sound, investigating sound studies as a privileged place for the application of theories and practices related to sound and urban space.*
Course prerequisites	*Web surfing skills, basic knowledge of social networks expected.*

Teaching strategie	Lectures, viewing of audiovisual and audio material, exploration of online platforms, seminars and group or individual case study exercises of the student's choice.

Expected learning outcomes in terms of	
Knowledge and understanding on:	○ o Distinction between the different fields of mediology ○ o What is visual culture ○ o What is Sound Studies ○ o Terminology of the field
Applying knowledge and understanding on:	○ o Analysing different types of images and messages (from memes to tik tok) ○ o Apply sound theories to different fields: from advertising to cinema, from the web to urban music scenes.

Soft skills	- *Autonomy of judgement gained through speeches given to the class throughout the year, Tedx-style.Communicating knowledge and understanding*
	o Express oneself correctly with regard to media and audio-visual fields
	o Discuss about issues related to the phenomena of digital culture
	o To advance hypotheses for research and investigation into the contemporary
	o Place past and current media phenomena in the right theoretical and practical perspective
	   - *Capacities to continue learning*
	   ○ - Ability to learn autonomously
	   ○ - Connecting what has been studied to related and distant phenomena but held together by the media and audio-visual factor.

Syllabus	
Content knowledge	*Study of the thought of M. H. McLuhan starting with the famous essay: Understanding Media. Introduction to Sound Studies as a recently acquired academic discipline and its theoretical and practical uses in advertising, Introduction to Afrofuturism and study of the musical genre that expresses it most fully, techno music. Cinema, video clips, memes, advertising and tik tok contribute to the in-depth study of the topics under study.*
Texts and readings	Claudia Attimonelli, *Techno. Ritmi afrofuturisti*, Mimesis, 2018. Marshall H. McLuhan, *Capire i media. Gli strumenti del comunicare*, Il Saggiatore, 2011, selection of chapters chosen by the teacher at the end of the course. Gabriele Forte, *L'intrattenimento tecnomagico su Twitch Italia. Lavoro, community e pubblici produttivi,* in *Tecnomagia,* Imago N. 21, 2023, link: https://cab.unime.it/journals/index.php/IMAGO/article/view/3905/pdf Film: 24 *Hour Party People,* 2002, M. Winterbottom, UK. *Exhibitionist,* 2016, J. Mills, USA. *Maestro,* 2003, J. Ramos, USA. *Paris is burning,* 1991, J. Livingston, USA. *Quadrophenia,* 1979, F. Roddam, UK. *The last Angel of History*, 1996, J. Akomfrah, UK. *Trainspotting*, 1996, D. Boyle, UK. Videoclip musicali Air, 2001, *How does it make you feel*, Virgin. Buggles, 1979, *Video killed the Radio Star, Island Records.* Donna Summer, 1977, *I feel love*, Casablanca. Einstürzende Neubauten, 1993, *Blume*, Mute. Jamie XX, 2016, *Gosh*, Young Turks*.* Hancock, Herbie, 1983, *Rockit*, Columbia Records. Jones, Grace, 1985, *Slave to the Rhythm*, Island Records. Jones, Grace, 2011, *Corporate Cannibal*, Wall of Sound. Kraftwerk, 1977, *Schaufensterpuppe*, Capitol.

	Kraftwerk, 1978, *Mensch-Maschine*, Capitol. Kraftwerk, 1978, *The Model*, Capitol. Kraftwerk, 1978, *The Robots*, Capitol. Westbam, feat. R. Butler, 2013, *You need the drugs*, Vertigo Berlin.
Notes, additional materials	*Any additional material will be made available at the end of the course on teams.*
Repository	

Assessment	
Assessment methods	*Oral examination. There are no different test methods for attending and non-attending students.*
Assessment criteria	• - *Knowledge and comprehension skills:* • *Evolution of media theory. Multidisciplinary study involving the use of the media, the imagery produced by them and the sounds that conveyed it.* • - *Applied knowledge and understanding:* • *Case studies: contemporary media, social networks, current music scenes.* • - *Autonomy of judgement:* • *Ability to argue about different cases and theoretical aspects.* • - *Communication skills:* • *Correct use of specialist media terms.* • - *Ability to learn:* • *Contemporary scenarios of digital culture.*
Final exam and grading criteria	
Further information	The final grade is awarded in thirtieths. The examination is considered passed when the mark is greater than or equal to 18. Students who have not watched the films and videos in the programme will not be able to aspire to a high mark, for which they must have developed independent judgement and adequate argumentation and exposition skills.