

General Information	
Academic subject	Semiology of cinema and audiovisual
Degree course	Communication sciences
Curriculum	/
ECTS credits	6
Compulsory attendance	No
Language	Italian

Subject teacher	Name Surname	Mail address	SSD
	Claudia Attimonelli Petraglione	claudia.attimonelli@uniba.it	

ECTS credits details			
Basic teaching activities	L-Art 06		6

Class schedule	
Period	I Semester 2017.
Year	2017-2018
Type of class	Lecture

Time management	
Hours measured	60 min.
In-class study hours	40 hours
Out-of-class study hours	/

Academic calendar	
Class begins	
Class ends	

Syllabus	
Prerequisite requirements	none
Expected learning outcomes (according to Dublin Descriptors)	<ul style="list-style-type: none"> - <i>Knowledge and understanding</i> among contemporary languages and praxis of the old and the new audiovisual texts. - <i>Applying knowledge and understanding</i> the lexicon of semiotic concepts in cinema and other audiovisual texts. - <i>Making informed judgements and choices</i> concerning primary and secondary literature, along as multimedia materials such as movie, videoclip, tv serial, advertising... - <i>Communicating knowledge and understanding</i> due to facultative short oral expositions and/or posters to the class, along with participative frontal lectures. - <i>Capacities to continue learning</i> in a realm of individual study through crossing medial languages and praxis.
Contents	Starting from the essay by A. Pinotti e A. Somaini <i>Cultura visuale. Immagini, sguardi, media e dispositivi</i> (Einaudi 2016), which is an introduction to the lexicon, methodologies and praxis in visual culture, the class will comprehend theories and disciplinary approaches of the visual languages studying and watching many audiovisual products – such as cinema, music videoclip, video art, advertisement, tv serial. In order to understand a deep epistemological rupture occurred in the porno

	<p>market, once the most successful audiovisual market, which today in the UGC era has radically changed the societal, individual and economic paradigms (C. Attimonelli, V. Susca, <i>Pornocultura, viaggio in fondo alla carne</i>, Milano 2016).</p> <p>In order to understand the contemporary digital scenario are to be studied a list of encyclopedic occurrences taken by the New Media and ICT Treccani new edition.</p>
Course program	
Bibliography	<p>- Attimonelli C., Lemmi tratti dall'Enciclopedia Treccani: David Cronenberg, Philip K. Dick, Fandom, Hyperserial, Pornocultura, Tv-serial.</p> <p>- Attimonelli C., Susca V., <i>Pornocultura. Viaggio in fondo alla carne</i>, Mimesis, 2016.</p> <p>- Pinotti, Somaini, <i>Cultura visuale. Immagini, sguardi, media, dispositivi</i>, Einaudi, 2016.</p> <p>Film, tv serial to be studied: Videoclip musicali: <i>Kerala</i> - Bonobo, 2016 and all music videos from p. 141 di <i>Pornocultura</i>. <i>Crash</i> – Cronenberg, 1997. <i>eXistenZ</i> – Cronenberg, 1999. <i>La piel que abito</i> – Almodovar, 2011. <i>Tv Serial: Black Mirror</i>, S3E3, S3E4.</p>
Notes	The Treccani Encyclopedia occurrences is an electronic material curated by the teacher.
Teaching methods	Frontal teaching with multimedial, audiovisual and digital material from the web 2.0 (youtube, twitter, e-pub, e-book), advertisement, documentary, movies etc.
Assessment methods	Final oral test.
Further information	Facultative class exposition (max. 15 minutes) are suggested through ppt and/or other materials in order to explain to the class the subject chosen.