General Information	
Academic subject	Visual studies and digital culture
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	L-Art 06

ECTS credits details			
Basic teaching activities	L-Art 06	10 C 1	6

Class schedule	
Period	I semester
Year	2019-2020
Type of class	

Time management	
Hours measured	1h= 60 min
In-class study hours	40 hours
Out-of-class study hours	

Academic calendar	
Class begins	7.10.19
Class ends	31.01.20

Syllabus	

Prerequisite requirements	None
Expected learning outcomes	- *Knowledge and understanding* among contemporary languages and praxis of the old and the new audiovisual texts. - *Applying knowledge and understanding* the lexicon of semiotic concepts in cinema and other audiovisual texts. - *Making informed judgements and choices* concerning primary and secondary literature, along as multimedia materials such as movie, videoclip, tv serial, advertising... - *Communicating knowledge and understanding* due to facultative short oral expositions and/or posters to the class, along with participative frontal lectures. - *Capacities to continue learning* in a realm of individual study through crossing medial languages and praxis.
Contents	Starting from Walter Benjamin's seminal reflection of 1936 on the technical reproducibility of images through photography and cinema, we will analyze the advent of visual culture (Pinotti, Somaini 2016) according to a mediological perspective, which sees in the visual work of Charlie Brooker its apogee (Black Mirror seasons in the program constitute the imaginary of postmodern era). In this sense, from the broadcast worldwide of the moon landing (1969) and the contemporary release of Space Oddity by David Bowie, to the exit of the rock opera The Wall (1979) by Pink Floyd, we reach the interactive film Bandersnatch (2018) to understand and analyze the different levels of reality mediated by technology.
Course program	

Bibliography	Attimonelli, C. Susca, V.: *Un oscuro scrutare. Black Mirror e l'aurora digitale,* Mimesis 2019.
	Benjamin, W.: *L'opera d'arte all'epoca della sua riproducibilità tecnica*, Einaudi, Torino (qualsiasi edizione).
	Pinotti, Somaini: *Cultura visuale. Immagini, sguardi, media, dispositivi*, Einaudi, Torino, 2016 – si studiano: introduzione, cap. 3, cap. 4.
	Film e filmati
	Allunaggio 1969, diretta Rai, Rainews.
	Bandersnatch (*Black Mirror*), 2018.
	Serie tv
	Black Mirror: stagione 3, stagione 4, stagione 5.
	Videoclip
	David Bowie: *Space Oddity* (due versioni), 1969.
	Pink Floyd: *The Wall,* 1979.
Notes	Vision of movies, tv serial episodes and videoclip is compulsory in order to comprehend the whole program.
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	Written 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.