



COURSE OF STUDY: COMMUNICATION SCIENCES

ACADEMIC YEAR: 2023-2024

ACADEMIC SUBJECT: SOCIOLOGY OF CULTURAL AND COMMUNICATIVE PROCESSES

General information	
Year of the course	First year
Academic calendar (starting and ending date)	March-May 2024
Credits (CFU/ETCS):	9
SSD	Sps/08
Language	Italian
Mode of attendance	Not compulsory

Professor/Lecturer	
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Telephone	
Department and address	Dipartimento di Scienze della Formazione, Psicologia, Comunicazione. Palazzo Chiaia-Napolitano, Via Scipione Crisanzio, 42, 70122 – Bari Secondo piano, stanza 202
Virtual room	Codice Teams: 2e3gd3k
Office Hours (and modalities: e.g., by appointment, on line, etc.)	Please see https://www.uniba.it/docenti/morciano-daniele/attivita-didattica

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
60	40	20	
CFU/ETCS			
9	6	3	



Learning Objectives	Starting from the main concepts and theoretical frameworks of sociology of cultural and communicative processes, the program aims to accompany students to use them in the observation and critical interpretation of the key issues of contemporary society, in particular to youth cultures, the relationship between emerging cultures and development processes in the territories (economic, cultural, social, political, etc.), gender differences, the coexistence between different ethnocultural groups, the language of new media, digital skills and media education..
Course prerequisites	It is preferable to have attended or studied the General Sociology program scheduled in the first semester of the first year of the degree course. Alternatively, a basic understanding of the specific subject matter of sociology and how it differs from other social sciences is required.

Teaching strategies	
	Frontal lessons supplemented by group discussions, laboratory exercises and reading/viewing of in-depth materials.

Expected learning outcomes in terms of	
Knowledge and understanding on:	Basic knowledge about the peculiarity of the sociological science. Ability to understand the main sociological terms applied to culture, communication and media education
Applying knowledge and understanding on:	Being able to apply the main theoretical tools of sociology to the exploration, observation, analysis and interpretation of cultural and communicative dynamics, with a specific attention to cultural change, youth cultures, critical analysis of new media, social practice between online e off line among young people, also from an educational perspective.
Soft skills	<p><i>Making informed judgments and choices</i> Good level of critical thinking and reflection acquired through the application of analytical tools of sociology to the cultural and communicative processes</p> <p><i>Communicating knowledge and understanding</i> Good level of communication skills to develop during classroom simulation, even during frontal lecture and team working exercises</p> <p><i>Capacities to continue learning</i> Good level of self-learning skills, including the use of web to look for information and detailed contents, as well as the cooperative</p>



	learning during the work group
Content knowledge	<p>The program will start from the scientific concept of "culture", with particular reference to the difference between a humanistic conception of culture and the scientific definition offered by cultural anthropology, to then focus on the specificity of the definition of culture adopted by sociology. After having focused on the specificity of the main sociological approaches to the study of culture (functionalist models, causalist models, instrumental models, interactionist models), the theoretical part will address the theme of culture "in action" in everyday life (common sense, collective memory, practices and routines) and the processes of diffusion and acquisition of culture (creative industry, language, mass media, socialization, globalization and cultural change).</p> <p>The second part of the program will focus on the sociology of new media, in particular on the relationship between new and old media, the specificity of the language of new media, the daily use of social media in relation to the construction of identity, the experience of social interaction/relationship, privacy and web reputation, digital skills, the impact of digital media on political and social participation processes.</p> <p>The third part of the program include the development and discussion of a series of research topics, on which students will be involved in laboratory activities where they can apply concepts and theories in observation and critical reflection on phenomena and issues of relevance to contemporary society. In particular, the following topics will be explored:</p> <ul style="list-style-type: none">- Youth sub-cultures, emerging cultures, creative spaces and their impact on young people's life paths and local development processes- The symbolic value of consumer objects and the experience of consumption- The sociology of the body and gender differences- Ethno-cultural differences- Religion as a cultural system
Texts and readings	<p>L. Sciolla, P.M. Torrioni (2020). <i>Sociologia dei processi culturali. Cultura, individui, società</i>. Il Mulino</p> <p>D. Morciano, Scardigno F. (2022), <i>Culture giovanili e spazi</i></p>



	<p><i>trasformativi. Una ricerca sui processi creativi che generano il cambiamento</i>, Libreriauniversitaria.it edizioni (in corso di stampa)</p> <p>R. Stella, C. Riva, C.M. Scarcelli, M. Drusian (2018), <i>Sociologia dei new media</i>. Seconda Edizione, Torino, Utet</p>
Notes, additional materials	
Repository	The teaching material will be available in the Teams class which will be created on the platform at the start of the course.

Assessment	
Assessment methods	An oral exam is based on the presentation of concepts, theoretical frameworks, and significant issues related to cultural and communicative analysis from a sociological perspective, selected by the teacher and/or proposed by the student.
Assessment criteria	<ul style="list-style-type: none"> · <i>Knowledge and understanding</i> <p>Good level of knowledge about the main processes and social actor observed by the sociology of cultural processes and communication; Good level of knowledge of sociology of new media, particularly on</p> <ul style="list-style-type: none"> - Theories of Computer-Mediated-Communication - Language of the new/digital media - Digital media, social interactions and identity work; - Digital skills and media literacy - Digital divide <ul style="list-style-type: none"> · <i>Applying knowledge and understanding</i> <p>Good level of ability in the application of sociological theories and concepts in the observation and critical reflection of social and communicative phenomena of particular relevance at a cultural and political level</p> <ul style="list-style-type: none"> · <i>Autonomy of judgment</i> <p>Good level of competences in the application of sociological theories and concepts to the observation and critical reflection of key-issues particularly relevant for society, public policy, mass media, education</p> <ul style="list-style-type: none"> · <i>Communication skills</i> <p>Good synthesis skills of the theoretical-conceptual frameworks of the subject.</p>



	<p>Good ability to present the phenomena of interest in the subject in oral and written form, adopting their language appropriately</p> <ul style="list-style-type: none">· <i>Capacities to continue learning</i> <p>good ability to autonomously search for complementary and supplementary learning resources with respect to those offered by the course, in particular through the use of access devices to learning resources in the digital space.</p>
Final exam and grading criteria	<p>The final grade is awarded out of thirty. The exam is passed when the grade is greater than or equal to 18</p> <p>The final grade will consider the ability to present and discuss on each topic proposed by the teacher or student, giving equal importance to all the expected learning outcomes</p>
Further information	