General Information	
Academic subject	LABORATORY OF DIGITAL STORYTELLING AND SOCIAL MEDIA COMMUNICATION
Degree course	Communication Sciences
Curriculum	
ECTS credits	3
Compulsory attendance	
Language	Italian

Subject teacher	Name Surname	Mail address	SSD
	Daniele Morciano	Daniele.morciano@uniba.it	

ECTS credits details			
Basic teaching activities			

Class schedule	
Period	II SEMESTER
Year	2020-2021
Type of class	Laboratory (group work supported by the teacher)

Time management	
Hours measured	1h= 40 min
In-class study hours	20
Out-of-class study hours	

Academic calendar	
Class begins	March 2021
Class ends	May 2021

Syllabus	
Prerequisite requirements	Good writing skills in Italian and communication skills on social media Good or basic knowledge on psychology and sociology of communication Basic knowledge on marketing
Expected learning outcomes	*Knowledge and understanding* Social and communication sciences applied to digital communication processes in the public and private sector *Applying knowledge and understanding* Being able to apply the main theoretical and practical tools acquired through the laboratory in the work sector targeted by the course *Making informed judgements and choices* Good level of critical thinking and reflection acquired through the development of a project of digital storytelling

	Communicating knowledge and understanding Good level of communication skills to develop during classroom simulation, even during frontal lecture and team working exercises *Capacities to continue learning* Good level of self-learning skills, including the use of web to look for information and detailed contents, as well as the cooperative learning during the work group
Contents	The laboratory aims at supporting students in the preparation of a storytelling projects, which will include the creative and strategic use of social media. Specifically, the laboratory will focus on approaches, tools and techniques of digital storytelling in the cultural sector. Social media will be intended as a resource of participation of the public in the exploration, mapping, understanding, narration and sharing of cultural and historical goods offered my museums, as well as allocated in the territory. The projects will take into account the main actors of a narrative process (Client, Narrator, Public), the main component of a narration (Fabula, Context, Plot, Frame, Conflict, Narrative words, Codes, Media, Narrative Techniques), and the main narrative schemes. By starting from the study of good practices of digital storytelling in the cultural sector, student will be able to choose among different model of project to develop during the laboratory (e.g. verbal, written, visual, animated, interactive, participative, cross medial etc.), also by exploring the use of free digital/social applications (e.g. crowd mapping, geolocation, creation of webdoc, timeline etc.) The narrative project should effectively promote an experiential and participative relation of the public with the cultural heritage from a contemporary point of view. Digital storytelling will be intended as a source of social innovation, that means new forms of cooperation between the publics, the management of cultural centres, public authorities and private enterprises.
Course program	
Bibliography	Elisa Bonacini (2020), *I musei e le forme dello storytelling digitale*. Aracne Editrice Material provided by the teacher

Notes	
Teaching methods	Practice exercise, group work
Assessment methods	Presentation and discussion of the group project
Further information	