



CM 325 TV, COMMUNICATION AND MEDIA IN MILAN
IES Abroad Milan

DESCRIPTION:

Communication and media have always been an interesting theme to study and analyze. If traditional media have been characterized by a common way of behaving and a common goal, new digital interactive media are now blurring the distinction between mass and interpersonal communication. This course will take into consideration two different points of view to talk about communication and media. First of all, it will stress the explanation of what communication is and what it has meant and means today, in a world characterized by relationships and connections. It is not possible to deny or ignore the influence media exert on people, not only from an industrial and commercial point of view, but also, and above all, from a human and social one. It will be useful to study the values and ways of life television and advertising offer the audience and to get information about the producers of television programs and TV commercials that people love or hate. The course, moreover, will focus on different media fields that characterize Milan: journalism and news making, advertising industry, television and music industry. Every theme will be studied and analyzed both from the point of view of history and theory and from a practical and productive one. Some of them will be developed through guest lectures held by professionals, and field trips that will provide a deeper insight in the media industries' activities.

CREDITS: 3

CONTACT HOURS: 45

LANGUAGE OF INSTRUCTION: English

PREREQUISITES: None

METHOD OF PRESENTATION:

Lectures and discussions on assigned readings and documents; field studies, guest lectures and documentary videos to be analyzed.

REQUIRED WORK AND FORM OF ASSESSMENT:

- Midterm Exam - 25%
- Final Exam - 35%
- Research Project - 20%
- Assignments and Active Participation - 20%

Midterm Exam: The exam will include a true/false section, a multiple-choice section, and essay questions. The mid-term exam will cover all topics covered up until that point in Session and is intended to help prepare students for the Final. After completion of the exam, students will receive information on their grade breakdown and (on request) can discuss it with the professor

Final Exam: The exam will include a true/false section, a multiple-choice section, and essay questions. It will cover all topics covered over the course of the semester.

Research Project: A list of topics for research papers will be given to students after the midterm exam. Students will be required to choose a topic and to consult materials beyond the bibliography for the course, including from major newspapers, online, and in the IES Abroad and Milan-based university libraries. Final papers should be 1,500-2,000 words in length.

Assignments and Active Participation: Students are expected to keep up with Session readings and to complete in time related written assignments. Participation in Session discussions is also a crucial element for a positive evaluation.

LEARNING OUTCOMES:

By the end of the course, students will be able to:

- Understand the power of media in the human communication
- Consider the local, cultural-social-economic context in which Italian media operate

- Analyze different ways in which different media work in presenting news and programs
- Discuss the purposes of Italian national and commercial television and radio networks
- Explain how advertising communication differs from basic human communication
- Understand the various roles of persons working in an advertising agency
- Analyze the creative process of an advertising campaign
- Compare Italian and international TV commercial
- Describe how various media could work to communicate music

ATTENDANCE POLICY:

Students are expected to be responsible for their own Session attendance and to give academic responsibilities priority over other activities. Regular Session attendance is mandatory. For physical and mental health reasons, IES Abroad Milano allows a maximum of THREE (3) absences in each Italian language course, TWO (2) absences in each Area Studies course, and ONE (1) absence in each Seminar course. Every absence beyond this allowance will automatically result in a penalty of 2 percentage points off the final grade. SEVEN (7) absences will result in a failing grade in Italian language and Area Studies courses. FOUR (4) absences will result in a failing grade in Seminar courses. Failure to attend a scheduled exam, test, quiz, or presentation will automatically result in an F grade on that assessment.

CONTENT:

Unit	Content	Required Readings
Session 1	Communication and Media: the basic elements • Introduction to the course and its contents. • A short history of mediated communication	• McQuail Denis, <i>Mass Communication Theory</i> (pages 24-38) • Dominick Joseph, <i>The Dynamic of Mass Communication</i> (pages 56-71) • Watson James, <i>Media Communication</i> (pages 71-76)
Session 2	Communication and Media: discussing the present. • The Internet as a mass medium: new patterns of communication, new issues. Television as a powerful medium of communication. • Media and pop culture in Italy: an historical overview.	• McQuail Denis, <i>Mass Communication Theory</i> (pages 41-44 and 151-157) • Beer David, <i>The Social Power of Algorithms</i> (pages 4-10) • Foot John, <i>Milan since the Miracle</i> (pages 19-36 and 85-107)
Session 3	Television as a powerful medium of communication. • Tv production: types of programmes and production stages from Tv movies to Tv series.	• Holland Patricia, <i>The Television Handbook</i> (pages 33-44)
Session 4	Television as a powerful medium of communication. • <i>Field Trip</i>: visit to MEDIASET TV production studios	

Session 5	Television as a powerful medium of communication. - How television works: what genre is and how it is applied in Tv. - Comparative analysis of weekly schedule of the most popular Italian TV networks	- AA.VV., <i>Television studies. The Key Concepts</i> (pages 108-110) - Bignell Jonathan, Orlebar Jeremy, <i>The Television Handbook</i> (pages 59-62 and 73-81)
Session 6	Television as a powerful medium of communication. What narrative is and how it is used on TV	- AA.VV., <i>Television studies. The Key Concepts</i> (pages 106-116) - Bignell Jonathan, Orlebar Jeremy, <i>The Television Handbook</i> (pages 89-98)
Session 7	Television as a powerful medium of communication. <i>TV role play</i>: do you want to be a Tv programmer?	
Session 8	News as a crucial component of the world of communication. - News and news making: what news and news values are. - Traditional and new sources for news: from news agencies to social media.	- Stovall James Glen, <i>Journalism. Who, what, when, where, why and how</i> (pages 3-20) - Bossio Diana, <i>Journalism and Social Media</i>, (excerpt from Chapter 2 – 9 pages)
Session 9	News as a crucial component of the world of communication. Information and news making in Italy: newspapers, magazines, new media.	
Session 10	News as a crucial component of the world of communication. - Tv News: codes, conventions, controversies. SIMULATION OF THE MIDTERM EXAM - Correction and self-evaluation.	- Stovall James Glen, <i>Journalism. Who, what, when, where, why and how</i> (pages 61-67, 83-86, 109-113 and 117-123) - AA.VV., <i>Television studies. The Key Concepts</i> (pages 142-147)
Session 11	News as a crucial component of the world of communication. <i>News role play</i>: test yourself as magazine reporter. <i>TV news role play</i>: can you produce a Tv news bulletin?	
Session 12	MIDTERM EXAM	

Session 13	Music and its communication. - A short history of recorded music. - The role of media in music promotion	Hutchinson Tom, Macy Amy, Allen Paul, <i>Record Label Marketing</i> (pages 181-183)
Session 14	Music and its communication. Promotional tools and promotional strategies for the music product in an everchanging world.	Hutchinson Tom, Macy Amy, Allen Paul, <i>Record Label Marketing</i> (207-225)
Session 15	Music and its communication. <i>Guest Lecture:</i> meeting with a top manager of a recording company.	
Session 16	Advertising, or how to communicate a product. What advertising is and how to Sessionify the different types of advertisements.	- Arens William, <i>Contemporary Advertising</i> (pages 6-18) - Rodman George, <i>Mass Media in a Changing World</i> (pages 448-449)
Session 17	Advertising, or how to communicate a product. - What an advertising agency is and what people in these agencies do. - The creative strategy and creative process of an advertising campaign.	Arens William, <i>Contemporary Advertising</i> (pages 93-100 and 342-363)
Session 18	Advertising, or how to communicate a product. - The history of Italian Tv commercials from the '60s to the present. - Compared analysis of local and international campaigns.	
Session 19	Advertising, or how to communicate a product. <i>Field Trip:</i> visit to the Campari's advertising collection	
Session 20	Advertising, or how to communicate a product. <i>AD role play:</i> are you more of an art director or of a copywriter?	
Session 21	Advertising, or how to communicate a product. Music consultancy for Tv commercials: the role of music in advertising.	Klein Bethany, <i>As Heard on TV; Popular Music in Advertising</i> (pages 102-116)
Session 22	Advertising, or how to communicate a product. <i>SoundLab:</i> test yourself as music consultant fo TV commercials	

REQUIRED READINGS (selected pages from):

- AA.VV., *Journalism and Media Convergence*, De Gruyter, 2013
- AA.VV., *Television studies. The Key Concepts*, Routledge, 2008
- Arens William – Weigold Michael, *Contemporary Advertising*, McGraw-Hill, 2021
- Beer David, *The Social Power of Algorithms, Information, Communication and Society*, Vol. 20, Routledge, 2017
- Belch George, Belch Michael, *Advertising and Promotion*, McGraw-Hill, 2015
- Bignell Jonathan – Orlebar Jeremy, *The Television Handbook*, Routledge, New York, 2005
- Bossio Diana, *Journalism and Social Media*, Palgrave MacMillan, 2017
- Charles A. – Stewart G., *The End of Journalism*, Peter Lang, 2011
- Dominick Joseph, *The Dynamic of Mass Communication*, McGraw-Hill, 2009
- Foot John, *Milan since the Miracle*, Berg, 2001
- Holland Patricia, *The New Television Handbook*, Routledge, 2017
- Klein Bethany, *As Heard on TV; Popular Music in Advertising*, Ashgate, 2009
- Lombardi Giancarlo, *Rethinking Italian Television Studies*, in *The Italianist*, 34.2, 2014
- Macy A. – Rolston C. - Allen P. - Hutchinson T., *Record Label Marketing*, Focal Press, 2016
- McQuail Denis, *Mass Communication Theory*, Sage Publications, 2010
- Rodman George, *Mass Media in a Changing World*, McGraw-Hill, 2008
- Stovall James Glen, *Journalism. Who, what, when, where, why and how*, Pearson, 2005
- Watson James, *Media Communication*, Palgrave MacMillan, 2008