Syllabus

Descrizione corso

Titolo insegnamento	Teorie della comunicazione e Studi culturali
Codice insegnamento	17323
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	NN
Lingua	Inglese; Tedesco
Corso di Studio	Corso di laurea in Scienze della Comunicazione e Cultura
Altri Corsi di Studio (mutuati)	
Docenti	Dr. habil. Oskar Peterlini, Oskar.Peterlini@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/31555 prof. Dorothy Louise Zinn, DOROTHY.ZINN@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/31663 prof. Daniela Salvucci, Daniela.Salvucci@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/38071
Assistente	
Semestre	Primo semestre
Anno/i di corso	2
CFU	12
Ore didattica frontale	90
Ore di laboratorio	0
Ore di studio individuale	210
Ore di ricevimento previste	36
Sintesi contenuti	Module 1- Cultural Studies (area caratterizzante)

	Introduce students to the basic concepts, major thinkers and schools of thought that have contributed to the development of cultural studies. Develop students' acquaintance with techniques of analysis in cultural studies, applying strategies developed by the Birmingham School, semiotics, post-colonial and subaltern studies, feminist and queer theory. Develop a critical and reflexive approach to analyzing and describing contemporary sociocultural conditions, as manifested in cultural products of various sorts. Module 2 - Theories of communication (area di base) Communication is the basis of human coexistence. Successful communication is also an effective tool in every professional field, a key to the career ladder! In a company, smooth communication is a prerequisite for the harmonious co-operation of all those involved and thus for the success of the company. The different types and 'theories of communication' and their correct application should help us to get to know the different aspects of communication, from language to body language and the media, to recognise and avoid mistakes in communication, to communicate correctly, as clearly as possible and free of misunderstandings, which will be of use to us in life, at university and at work. We will also recognise the importance of the media for society and politics and will see for ourselves how important it is to defend our human rights, freedoms and democracy. Our specific learning objectives are to sharpen our own communication skills, avoid mistakes and, in a world flooded with information and fake news, become confident, critical citizens who can form their own opinions with confidence and contribute to the defence of human rights, freedoms and democracy.
Argomenti dell'insegnamento	See the individual course modules
Parole chiave	studi culturali, media

Prerequisiti	
Insegnamenti propedeutici	
Modalità di insegnamento	See the individual course modules
Obbligo di frequenza	In accordance with the regulation
Obiettivi formativi specifici e risultati di apprendimento attesi	Module 1 – Cultural Studies Knowledge and understanding - Knowledge of basic concepts in cultural studies. - Acquisition of appropriate scientific languages for the description and analysis of social-cultural phenomena. Applying knowledge and understanding - Ability to apply social-scientific approaches and concepts to the analysis of concrete social-cultural dynamics. - Ability to apply social-scientific approaches and concepts in engaging scientific and cultural products. Making judgements - Development of critical and independent thinking regarding social-cultural phenomena. - Development of reflexive self-awareness in engaging social-cultural phenomena. Communication skills - Ability to engage in scientific writing. - Ability to participate in scientifically grounded discussions and express an informed opinion. - Presentation skills (attending students). Learning skills - Ability to autonomously extend the knowledge acquired during the course in dealing with various types of cultural products (scientific, journalistic, film, literary, digital) and communication settings. - Ability to acquire new concepts and information consistent with the analysis of changing social-cultural dynamics. Module 2 - Theories of communication

	- Knowledge and understanding of communication, interaction, media, their meaning and correct use, development and their influence on society and politics. Learners can recognise and describe misunderstandings in communication. - Apply knowledge and understanding of communicative processes, correct and incorrect communication in modern society. Learners can use selected communication theories to explain how misunderstandings arise and develop solutions for successful communication. - Assess types of communication, previous and current changes due to media development.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	Module 1 – Cultural Studies Attending students: Course assessment will be based on group work in class and short paper (90%), plus a final oral exam (10%). Non-attending students: Course assessment will be based on a written examination (100%). Instructions will be provided through the OLE platform. Module 2 - Theories of communication The examination consists of a presentation on a topic during the semester, a written test that can also be taken during the semester, and a final oral examination. Attending students: (those who attend at least more than half of the lectures) - Up to 55% of the grade: Presentation and active participation in lectures and exercises (max. 40% presentation, max. 15% participation) - Up to 30% of the grade: Written test: Multiple-choice questions (quiz) with four possible answers, with only one correct answer - 15% of the grade and possible upgrade of the overall assessment: oral exam on three topics, two of which can be

	chosen by the attending students themselves. Non-attending students: - Presentation up to 40% of the grade. Students arrange a date for their presentation during the semester with the professor and their fellow students. If this is not possible, they submit a corresponding term paper. - Written test up to 40% of the grade. Non-attending students can also take the test during the semester if they have the opportunity. If this is not done, the test will be taken on the exam date, immediately before the oral exam. - Oral exam 20% of the grade, on three topics, one of which non-attending students can choose themselves.
Criteri di valutazione	Module 1 – Cultural Studies Evaluation criteria for attending students (group work, short paper, oral exam) and non-attending students (written exam) are as follows: demonstration of comprehension and ability to correctly apply course concepts; logical structure and persuasiveness of argumentation; clarity of exposition. Module 2 - Theories of communication - Knowledge and understanding of the most important disciplinary learning materials and concepts and their significance (communication, communication theories, their significance, media history, media and their influence on society and politics). - Critical ability to analyse, rethink, and reflect on communication, media, and related social issues.
Bibliografia obbligatoria	See the individual course modules
Bibliografia facoltativa	
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Istruzione di qualità

Modulo del corso

Titolo della parte costituente del corso	Teorie della comunicazione
Codice insegnamento	17323A
Settore Scientifico-	GSPS-06/A

Disciplinare	
Lingua	Tedesco
Docenti	Dr. habil. Oskar Peterlini, Oskar.Peterlini@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/31555
Assistente	
Semestre	Primo semestre
CFU	6
Docente responsabile	
Ore didattica frontale	45
Ore di laboratorio	0
Ore di studio individuale	105
Ore di ricevimento previste	18
Sintesi contenuti	Communication is the basis of human coexistence. Successful communication is also an effective tool in every professional field, a key to the career ladder! In a company, smooth communication is a prerequisite for the harmonious co-operation of all those involved and thus for the success of the company. The different types and 'theories of communication' and their correct application should help us to get to know the different aspects of communication, from language to body language and the media, to recognise and avoid mistakes in communication, to communicate correctly, as clearly as possible and free of misunderstandings, which will be of use to us in life, at university and at work. We will also recognise the importance of the media for society and politics and will see for ourselves how important it is to defend our human rights, freedoms and democracy. Our specific learning objectives are to sharpen our own communication skills, avoid mistakes and, in a world flooded with information and fake news, become confident, critical citizens who can form their own opinions with confidence and contribute to the defence of human rights, freedoms and democracy.
Argomenti dell'insegnamento	In the subject "Theories of Communication", we deal with the concept and types of communication and their correct application, with theories, empirical analyses and practical references of

	communication and media in connection with society, culture, economics and politics. We learn about the most important theories and methods of communication science, which should help us to avoid mistakes in communication and to communicate correctly, as clearly as possible and free of misunderstandings. Media are the channels of communication, starting with the medium of language, body language, the "forgotten" letter (which we find again in the e-mail), the book and the digital possibilities on the Internet. This is why we also take a look at media history and learn about the influence of mass media in politics and the importance of defending our democracy and civil liberties.
Modalità di insegnamento	Lecture with discussion, preparation and presentations by students, reading and classroom work. This means that the lecture is supplemented by active participation of the students: (1) Presentations (2) Classroom work (3) Two field trips to media companies (4) Guest lecture from the practice of communication The teaching excursions to media companies and the guest lecture are intended to supplement the theoretical lessons with concrete experience and also offer students an insight into possible future areas of work.
Bibliografia obbligatoria	Vorlesungs-Folien des Professors auf Teams „Theorien der Kommunikation PETERLINI“ – Files - Slides, downloadbar. Nur die Bereiche aus den folgenden Büchern, die wir behandeln: Markus Appel et al. (Hg) (2023): Digital ist besser?! Psychologie der Online- und Mobilkommunikation (über Springer downloadbar), besonders: Kap: Fabian Hutmacher und Silvana Weber: Grundlagen der menschlichen Kommunikation, S. 16-29. Joachim R. Höflich (2016): Der Mensch und seine Medien, J. (über

	Springer downloadbar); Werner Pfab (2021): Kommunikation denken, Springer (unter Teams, „Theorien der Kommunikation PETERLINI – Files - Literatur, ab ladbar. Knut Hickethier (2010): Einführung in die Medienwissenschaft, 2. Auflage, J.B. Metzler, besonders Kap. 4 Kommunikation, S. 37-57; Kap. 11. Mediendispositiv, S. 186-200. Hague, R., Harrop, M., McCormick, J. (2019): Comparative Government and Politics. An Introduction, Red Globe Press, London, Chapt. 14, S. 234-251. (siehe, unter Teams, Files - Literatur). Einige weitere Unterlagen werden in der Vorlesung erwähnt und in den Slides angeführt.
Bibliografia facoltativa	Ergänzende empfohlene Literatur zum Nachschlagen und Vorbereiten der Vorträge: Georg Meggle (1997): Theorien der Kommunikation. Eine Einführung, in G.- L. Lueken (Hg.), Kommunikationstheorien – Theorien der Kommunikation. Leipzig, 1997, S. 14-40; https://core.ac.uk/download/pdf/12236613.pdf Wolschner, K. (2021): Texte zur Geschichte und Theorie von Medien & Gesellschaft, http://www.medien-gesellschaft.de/html/am_anfang_war_musik.html, Bonfadelli, H. (2016): Medien und Gesellschaft im Wandel https://www.bpb.de/themen/medien-journalismus/medienpolitik/236435/medien-und-gesellschaft-im-wandel/

	Hoffmann, D./ Winter, R. (2018): HANDBUCH: Mediensoziologie, Nomos;

Modulo del corso

Titolo della parte costituente del corso	Studi culturali
Codice insegnamento	17323B
Settore Scientifico-Disciplinare	SDEA-01/A
Lingua	Inglese
Docenti	prof. Dorothy Louise Zinn, DOROTHY.ZINN@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/31663 prof. Daniela Salvucci, Daniela.Salvucci@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/38071
Assistente	
Semestre	Primo semestre
CFU	6
Docente responsabile	
Ore didattica frontale	45
Ore di laboratorio	0
Ore di studio individuale	105
Ore di ricevimento previste	18
Sintesi contenuti	Introduce students to the basic concepts, major thinkers and schools of thought that have contributed to the development of cultural studies. Develop students' acquaintance with techniques of analysis in cultural studies, applying strategies developed by the Birmingham

	School, semiotics, post-colonial and subaltern studies, feminist and queer theory. Develop a critical and reflexive approach to analyzing and describing contemporary sociocultural conditions, as manifested in cultural products of various sorts.
Argomenti dell'insegnamento	Culture and popular culture, subcultures, semiotics, poststructuralism, ideology and hegemony, subaltern and post-colonial studies, gender, embodiment, globalization.
Modalità di insegnamento	Through the use of TEAMS and the OLE platforms: lectures, group exercises, discussions, audio-visual material.
Bibliografia obbligatoria	• **FOR ALL STUDENTS**: various texts to be announced during lessons via the OLE platform. • **FOR NON ATTENDING STUDENTS ONLY** Storey J. (2021) Cultural Theory and Popular Culture: An Introduction. 9th ed. London: Routledge. PLEASE NOTE THE SPECIFIC EDITION OF THIS TEXT
Bibliografia facoltativa	(selected chapters) Heywood, Paolo, ed. 2024 New Anthropologies of Italy: Politics, History and Culture. New York-Oxford: Berghahn. other pertinent readings selected by the students