Syllabus

Course Description

Course Title	Media Ecology
Course Code	17326
Course Title Additional	
Scientific-Disciplinary Sector	PAED-02/A
Language	Italian
Degree Course	Bachelor in Communication Sciences and Culture
Other Degree Courses (Loaned)	
Lecturers	Prof. Alessandro Efrem Colombi, Alessandro.Colombi@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/66
Teaching Assistant	
Semester	Second semester
Course Year/s	2
CP	6
Teaching Hours	45
Lab Hours	0
Individual Study Hours	105
Planned Office Hours	18
Contents Summary	The course aims to enable students to acquire a series of basic critical tools related to the critical study of the media, skills that are mainly to be traced back to the theoretical context but that will also be developed through various forays into practical and professionally derived areas.
Course Topics	Media Studies/Media Ecology/Media Education in Perspective The NY School and the birth of media ecology Mcluhan, global village and electronic identity Neil Postman and the technopoly of entertainment Walter Ong, secondary orality and mass movements

	Levy, Web-TV relationship and the future of media Techno-addictions, control and new scenarios
Keywords	Medium, message, context, ecologies of communication, electronic and digital paradigm.
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	Frontal teaching, practical activities carried out directly in the classroom.
Mandatory Attendance	In accordance with the regulation
Specific Educational Objectives and Learning Outcomes	Indicate the disciplinary objectives Analysis of different approaches to the study of communication from a historical perspective: media studies, media ecology, media education. Analysis of the main models of media production: radio, television, Web. Analysis of the fundamental parameters of film production. Analysis of the differences between analogue and digital paradigm with respect to the evolution of media production. Disciplinary skills Basic knowledge and understanding of the main dynamics of the contemporary communication context and market. Knowledge and understanding of the sources, authors and fundamental literature relevant to the field of study. Knowledge and understanding of the professional contexts referable to different areas of production. Knowledge and understanding of the consequences of digital convergence with respect to the study of media and access to current and future professions. Transversal/soft skills Critical skills and the ability to select sources and content for use in different areas, in both professional and research contexts.

	Skills related to the selection of specific tools and resources for different purposes, also with respect to the analogue/digital paradigm. Competences related to the access and inclusion parameters of contents and tools for media production and dissemination. Communication skills Ability to share what has been learnt with interlocutors of various types and through multiple approaches and modalities. Ability to learn and develop acquired skills independently, also in the direction of an approach aware of the need for constant updating of these skills.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	Achievement of the learning objectives is assessed by means of the following examination procedure: - Intermediate assessments carried out through the publication of critical texts and comments on the course platform. - Final written essay and related discussion interview
Evaluation Criteria	Awarding a single final grade.
Required Readings	Granata, P. (2015). Ecologia dei media.: Protagonisti, scuole, concetti chiave. Italia: Franco Angeli Edizioni. Postman, N. (2021). Divertirsi da morire. Il discorso pubblico nell'era dello spettacolo. Italia: Luiss University Press.
Supplementary Readings	McLuhan, M. (2021). La galassia Gutenberg. Italia: Armando Editore. McLuhan, M. (2023). Gli strumenti del comunicare. Italia: Il Saggiatore. Innis, H. A., Miconi, A. (2001). Impero e comunicazioni. Italia: Meltemi.

Further Information	
Sustainable Development Goals (SDGs)	Good health and well-being, Quality education, Gender equality, Decent work and economic growth, Partnerships fot the goals, Responsible consumption and production, Climate action, Peace, justice and strong institutions, Sustainable cities and communities