

Syllabus

Course Description

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| 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 |

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

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| | <p>Skills related to the selection of specific tools and resources for different purposes, also with respect to the analogue/digital paradigm.</p> <p>Competences related to the access and inclusion parameters of contents and tools for media production and dissemination.</p> <p>Communication skills</p> <p>Ability to share what has been learnt with interlocutors of various types and through multiple approaches and modalities.</p> <p>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.</p> |
| <p>Specific Educational Objectives and Learning Outcomes (additional info.)</p> | |
| <p>Assessment</p> | <p>Achievement of the learning objectives is assessed by means of the following examination procedure:</p> <ul style="list-style-type: none"> - Intermediate assessments carried out through the publication of critical texts and comments on the course platform. - Final written essay and related discussion interview |
| <p>Evaluation Criteria</p> | <p>Awarding a single final grade.</p> |
| <p>Required Readings</p> | <p>Granata, P. (2015). <i>Ecologia dei media.: Protagonisti, scuole, concetti chiave</i>. Italia: Franco Angeli Edizioni.</p> <p>Postman, N. (2021). <i>Divertirsi da morire. Il discorso pubblico nell'era dello spettacolo</i>. Italia: Luiss University Press.</p> |
| <p>Supplementary Readings</p> | <p>McLuhan, M. (2021). <i>La galassia Gutenberg</i>. Italia: Armando Editore.</p> <p>McLuhan, M. (2023). <i>Gli strumenti del comunicare</i>. Italia: Il Saggiatore.</p> <p>Innis, H. A., Miconi, A. (2001). <i>Impero e comunicazioni</i>. Italia: Meltemi.</p> |

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