<table>
<thead>
<tr>
<th><strong>Course title</strong></th>
<th>Theory of Media and Cultural Consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course code</strong></td>
<td>97033</td>
</tr>
<tr>
<td><strong>Scientific sector</strong></td>
<td>SPS/08 sociologia dei processi culturali e comunicativi</td>
</tr>
<tr>
<td><strong>Degree</strong></td>
<td>Bachelor in Design and Art (L-4)</td>
</tr>
<tr>
<td><strong>Teaching language</strong></td>
<td>Italian</td>
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<tr>
<td><strong>Semester</strong></td>
<td>II</td>
</tr>
<tr>
<td><strong>Year</strong></td>
<td>1st, 2nd or 3rd</td>
</tr>
<tr>
<td><strong>Credits</strong></td>
<td>5</td>
</tr>
<tr>
<td><strong>Modular</strong></td>
<td>No</td>
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| **Total lecturing hours** | 30                                       |
| **Total hours of self-study and / or other individual educational activities** | about 95                                  |
| **Attendance**            | not compulsory                           |
| **Prerequisites**         | -                                        |
| **Course page**           | -                                        |

| **Specific educational objectives and course description** | The course belongs to the class “caratterizzante” in the curriculum in Design and in the curriculum in Art. |

**Course description:**

The aim of the course is to provide students with concepts, categories, models and methods in order to observe, describe and compare everyday practices related to consumption of media as well as of ordinary goods. In order to do so, the course will privilege methodology over theory.

Theory will be addressed mainly in order to reconsider, reformulate and rearticulate the main concepts defining the course: culture, communication, media and consumption.

Such reconsideration, reformulation and rearticulation is needed because these concepts, inherited from the 19th and 20th century social sciences and humanities, are perceived as more and more inadequate in order to account for today’s social phenomena and practices, especially those related to design and to the new art forms.

In this first part, particular attention will be given to distinguishing among mediation, mediatization and mediatization.

In the second part of the course, the “domestication”
approach (see bibliography) to media and technologies will be introduced, together with ethnography as main research method.

Through the concept of “domestication” students will learn how to take into account and how to account for everyday practices of exchange, appropriation, use, enjoyment, disposal of artifacts. Students will thus be sensitize to what happens to artifacts once they leave the hands of their designers, creators, producers.

The course will end with a reflection on everyday life, which will allow exploring the tensions between art and design from the point of view of “consumers”’ practices.

**Educational objectives:**

- the acquisition of the basic knowledge so as to be able to look critically at their own work and to deal with the complexities of contemporary society
- to have the ability to grasp the main phenomena that characterise today's society and to know how to look at these comparatively, and to develop appropriate solutions in terms of the proposal / response of the project
- knowledge of the important sociological, semiotic and anthropological aspects
- knowledge of the important sociological aspects of media and cultural consumption
- know how to apply methods of empirical research coming from the socio-cultural sciences within design or artistic projects
- know how to present analysis of social phenomena, in written or oral form
- know how to apply the research methods and results in the project to the various areas of the project itself
- developed a good independent judgment, both in the critical evaluation of their work and in the ability to use the appropriate descriptive/analytical tools with respect to the contexts where they are going to apply their own practice
- communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical, scientific and theoretical point of view

**Lecturer**

Alvise Mattozzi  
office F4.04, e-mail alvise.mattozzi@unibz.it, tel. +39 0471 015227, webpage [http://www.unibz.it/en/design-art/people/StaffDetails.html?personid=11597&hstf=11597](http://www.unibz.it/en/design-art/people/StaffDetails.html?personid=11597&hstf=11597)

**Scientific sector of the lecturer**

SPS/08

**Teaching language**

Italian
<table>
<thead>
<tr>
<th><strong>Office hours</strong></th>
<th>Thursday, 18.00 – 20.00</th>
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</thead>
<tbody>
<tr>
<td><strong>Teaching assistant</strong></td>
<td>-</td>
</tr>
<tr>
<td><strong>Office hours</strong></td>
<td>-</td>
</tr>
<tr>
<td><strong>List of topics covered</strong></td>
<td>culture, communication, media (mediation, mediazation, mediatization), consumption, practices, domestication, ethnography, everyday life</td>
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<tr>
<td><strong>Teaching format</strong></td>
<td>Frontal lectures with discussions, some exercises in class, assignments and readings at home</td>
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**Expected learning outcomes**

**Knowledge and understanding**
Students will learn to comparatively discuss major social science's categories and to understand how these categories can be applied for descriptions within qualitative methods of social research.

**Applying knowledge and understanding**
At the end of the course students will know how to describe practices of consumption and how to use knowledge about these practices in order to design and/or create artifacts that can take part or subvert those practices.

**Making judgements**
Students will learn to assess the empirical adequacy of certain concepts and the empirical grounding of certain projects

**Communication skills**
Student will learn how to communicate results of a qualitative social science research in relation to a design or art project

**Learning skills**
Students will be able to autonomously deepen the knowledge of social research methods in order to use them within design or art research

**Assessment**

For attending students:
Written and oral: Assessment will be carried during the course through various written assignments and at the end of the course through an oral discussion that will take the last assignment as a starting point.
Assignments are mainly related to the comparison of scientific articles and with carrying out a small ethnography of object's *domestication*.
The level of participation to the course in the form of questions and engagement in discussions in class and in the form of taking part to revisions during office hours is also considered for the assessment.

For non-attending students:
A written test consisting in ten questions (5 requiring a medium length answer and five requiring a short answer) about the bibliography listed below.

<table>
<thead>
<tr>
<th>Assessment language</th>
<th>The same as the teaching language</th>
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<tbody>
<tr>
<td>Evaluation criteria and criteria for awarding marks</td>
<td>For attending students: The average of the grades of the assignments delivered during the course will determine the range of grades to which a student can aspire as result of the oral discussion at the exam. Evaluation criteria change for every assignment but tend to always consider the ability to show differences and analogies among two or more essays. More in general evaluation criteria consider not only the way in which the assignment brief has been fulfilled but also the capacity to take into account other parts of the course and to make connections among them, as well as with eventual personal experience as design or art students. In the final discussion, one of the criteria used for evaluation regards the capacity to manage the various concepts and categories introduced during the course. For non-attending students: Each medium answer question counts from 0 to 4 points, each short answer question counts from 0 to 2 points. Besides the exactness of the answers, the other relevant criteria used for evaluation are the capacity to take into account other parts of the bibliography not strictly related to the specific question and to make connections among them.</td>
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**Fifth Assignment**

[A list of articles about “domestication” from which to choose will be provided in class.]

For non-attending students:

### Supplementary readings

- **culture:**

- **communication:**

- **media:**
  - Krauss
Communication, Materiality and Society, the MIT Press, 2014.

- mediations:

- consumption:
  o D. Slater, Consumer Culture and Modernity, Polity, 1997;

- domestication:
- everyday life:

- ethnography and research methods:
  o N. Nova, *Beyond Design Ethnography: How*
|---------------------------------------------------------------|