Syllabus
Course description

Course title	TECNICHE DELLA COMUNICAZIONE VISUALE/ MUSIC AS COMMUNICATION
Course code	17262
Scientific sector	L-ART/07 ICAR-17
Degree	Bachelor in Communication Sciences and Culture
Semester	2th
Course year	1th
Credits	6 + 6
Modular	YES

Total lecturing hours	45 + 45
Total lab hours	
Attendance	According to the regulation
Prerequisites	

Specific educational objectives	Core area: music and art. Reference areas: Music and art studies, art and music history, anthropology, communication, design, architecture, media. Areas of influence: Communication science, music, visual arts and media, mediation and understanding of music and art, youth cultures, mass cultures. The students - know the methodological-theoretical basics of audio-visual media and musical communication techniques; - are able to express themselves verbally and non-verbally in relation to aesthetic content; - can realize statements, ideas, wishes and conceptions with creative and musical means; - learn to develop ideas into aesthetic projects and to plan them appropriately; - learn to plan, carry out and reflect on aesthetically oriented educational activities.

Module 1	Music as communication
Lecturer	Prof. van der Sandt Johannes Johannes.vanderSandt@unibz.it
Scientific sector	L-ART/07
Teaching language	English
Office hours	von Montag bis Freitag auf Anfrage
List of topics covered	The course deals with dimensions of musical communication: - Musical parameters and design elements of music. - Typical auditory characteristics of music(s). - Phenomena of musical communication. - Understanding music - communicating with and through music. - Music as a "universal language". - Music in social contexts, as a means of identification and

	defined by musical preferences. - Commercialization of music and the functional use of music in the media as a means of advertising and as torture. - Music and the Arts.
Teaching format	Lecture with discussions and possible group work and individual work. Attendance of a variety of music performances (as prescribed) that forms the basis of lecture themes and discussions.
Total lecturing hours	45
Credits	6

Module 2	Tecniche della comunicazione visuale
Lecturer	Luigini Alessandro Alessandro.Luigini@unibz.it
Scientific sector	ICAR-17
Teaching language	italiano
Office hours	dal lunedì al venerdì previo appuntamento
List of topics covered	Il corso si inserisce negli ambiti disciplinari della cultura visuale e delle graphic science. Esso si propone di effettuare un percorso di avvicinamento e formazione alla cultura visuale e alle sue possibili applicazioni con particolare attenzione alle tecnologie digitali di produzione ed elaborazione delle immagini, anche in forma immersiva.
Teaching format	Lezioni, esercitazioni, laboratori, progetti;
Total lecturing hours	45
Credits	6

Learning outcomes	• Knowledge and understanding The students should have a broad and integrated knowledge and understanding of the basics of the scientific learning area. In the field of "music as a means of communication", they should be able to prove that they have the necessary professional competence through their general knowledge and understanding. • Applying knowledge and understanding The knowledge and understanding of the learning area should enable the students to deepen their knowledge vertically, horizontally and laterally. In addition, they should be enabled to make their knowledge and understanding applicable within the framework of the most important theories, principles and methods in life and professional practice. • Making judgements The aim of the course is to enable students to critically evaluate and interpret relevant information concerning the contents of the course, to derive well-founded judgements and to shape further learning processes independently. • Communication skills The students should be enabled to communicate the acquired contents and the conclusions reached from them to the outside in a clear and distinct way, to exchange information with others on a high level, to take up problem cases and find solutions, to

	work in a team and to take responsibility within the framework of projects. • Learning skills During the course, independent learning is to be promoted by dealing with technical texts and exercises with the aim of expanding and deepening the knowledge acquired through autonomous self-reflection and/or teamwork.
Assessment	The learning outcome is assessed by Intermediary assessments and an oral examination.
Assessment language	English and Italian
Evaluation criteria and criteria for awarding marks	In the Intermediary assessments (written work), independent creative work, the logical structure of argumentation and clarity of presentation are taken into account. In the oral work, the knowledge, reflection and critical analysis of the treated material are evaluated. The final grade is determined by the evaluation of the written work (50%) and the oral examination (50%).

Required readings	• LUIGINI A., *Editorial essay*, in LUIGINI A., et. Al. *IMMAGINI? Conference, Proceedings of the First International and Interdisciplinary Conference IMMAGINI? Image and Imagination between Representation, Communication, Education and Psychology*, Brixen 27-28/11/2017, Open access su: http://www.mdpi.com/2504-3900/1/9 • PINOTTI A., SOMAINI A., *Cultura Visuale*, Einaudi, Milano 2016 • Miell, D., MacDonald, R. A., & Hargreaves, D. J. (2005). Musical communication. Oxford University Press on Demand. • D.J. Levitin, This is your brain on music, 2006 / Der Musik-Instinkt, Heidelberg 2009
Supplementary readings	• F. Comploi, *The Art of Listening*, in P.M. Rabensteiner (Ed.) • PINOTTI A., SOMAINI A., (a cura di) *Teorie dell'immagine*, Raffaello Cortina editore, Milano 2009 • Sacks, O. (2010). Musicophilia: Tales of music and the brain. Vintage Canada. • Ansdell, G., & Pavlicevic, M. (2005). Musical companionship, musical community. Music therapy and the process and value of musical communication. Musical communication, 193-213. • Barrett, M. S. (2005). Musical communication and children's communities of musical practice. Musical communication, 261-280. • Davidson, J. W. (2005). Bodily communication in musical performance. Musical communication, 215-237. • Welch, G. F. (2005). Singing as communication. Musical communication, 239-259. • Hargreaves, D. J., MacDonald, R., & Miell, D. (2005). How do people communicate using music. Musical communication, 1-25. • Lipscomb, S. D., & Tolchinsky, D. E. (2005). The role of

	music communication in cinema. Musical communication, 383-404.
	• Swaine, J. S. (2014). Musical communication, emotion regulation and the capacity for attention control: A theoretical model. Psychology of Music, 42(6), 856-863.
	• Malloch, S. E., & Trevarthen, C. E. (2009). Communicative musicality: Exploring the basis of human companionship. Oxford University Press.
	• MacDonald, R., Kreutz, G., & Mitchell, L. (Eds.). (2013). Music, health, and wellbeing. Oxford University Press.