

## SYLLABUS

### Course description

The course belongs to the class “caratterizzante” (alternativa) in the MA in Eco-Social Design (LM-12). This course is a compulsory optional subject in the area “Observe, analyse & apply”.

Course title	<b>Media Studies</b> <b>Area: Observe, analyse &amp; apply</b>
Course code	<b>96111</b>
Scientific sector	<b>SPS/08 – Scienze umane, sociali, psicologiche ed economiche</b>
Degree	<b>Master in Eco-Social Design (LM-12)</b>
Semester	<b>II</b>
Year	<b>1<sup>st</sup> and 2<sup>nd</sup></b>
Credits	<b>6</b>
Modular	<b>No</b>
Lecturer	<b>Prof. Andreas Metzner-Szigeth</b> office F2.02, e-mail: <a href="mailto:Andreas.Metzner-Szigeth@unibz.it">Andreas.Metzner-Szigeth@unibz.it</a> tel. +39 0471 015162 <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/36698-andreas-bernhard-josef-metzner-szigeth">https://www.unibz.it/en/faculties/design-art/academic-staff/person/36698-andreas-bernhard-josef-metzner-szigeth</a>
Scientific sector of the lecturer	<b>SPS/08</b>
Teaching language	<b>English</b>
Teaching assistant (if any)	-
Office hours	See timetable
Teaching language	<b>English</b>
Total lecturing hours	<b>30</b>
Total hours of self-study and/or other individual educational activities	<b>about 120</b>
Attendance	<b>Recommended</b>
Prerequisites	<b>None</b>
Course page	<a href="#">2024/25 - Media Studies - Andreas Bernhard Josef Metzner-Szigeth - 96111   General   Microsoft Teams Teams</a>

## Course description

Media are phenomena of particular importance in the ever overlapping and always interacting realms of nature, culture and technology. How to determine the very essence of media, their functions and their evolution? How to understand their role in the development of human societies and ongoing processes of social change? What can we do in order to make constructive use of media and set free our influences on them and on the dominating patterns of information and communication technologies?

This course gives a general overview about media studies, its topics and approaches. Its teaching tries to combine theoretical, empirical and practice-oriented explorations in an interdisciplinary and critical manner. The course is designed to provide either basic introductions as well as to allow more advanced learning processes with reference to the following topics:

1. Studies of media and communication as an interdisciplinary endeavor
2. Types and characteristics of media and lines of their evolution
3. The interplay of media, technology & culture within the matrix of human society & nature
4. Models of communication and approaches to the passage from oral to written language
5. The development of mass media, from printing to broadcasting, and their social impact
6. Societal dimensions and the transformative capacities of Information & Communication Technologies (ICTs) and Computer-Mediated Communication (CMC)
7. Media and their involvement in processes of modernization along the political-economic transitions from industrial to post-industrial societies
8. Cyber-identities, virtual communities and networked-individualization: the psycho-social dimension
9. Socio-cultural practices of using, appropriating and modifying media in private and professional contexts
10. Media competence in general as well as with regard to inter-cultural and professional contexts
11. Sustainability issues and potentials of ICTs and the use of media for eco-social transformation

The course program is flexible and also entails complementary support of the student's main projects with the aim to sharpen each student's eco-social design practice and its agency. The course includes participation in a two-day Euregio workshop on "Resilience and Dynamics in Italian Borderscapes" realized in cooperation with the University of Trento.

## Educational objectives

### Students will be able to:

- collaborate with experts and other designers to develop and implement an integrated project;
- take into account the environmental, social and economic impacts occurring within the tension between global and local dimensions;
- take into account the socio-economic aspects that characterize a territory, a community and a group of people;
- integrate socio-economic aspects and sustainability requirements in project design while considering the tension, which occurs between the local and the global dimensions;
- develop an individual way of thinking, leading to critical judgements and self-assessments;
- communicate, multilingually in a convincing way, through a variety of modalities (written, oral, visual);

- design by taking into account the needs and desires of a given territory, of a situation/set of circumstances, of a specific group of people, thanks to the ability of observing, listening, interacting and mediating amongst various stakeholders involved in the project;
- talk to experts about the project;
- read experts' articles, studies and reports related to one's own project issues and integrate those analysis with one's own project design;
- organize a research project while identifying relevant studies and researches, experts to collaborate with, methods and instruments to adopt;
- understands specialist literature so as to integrate it within their own research project;
- take into account the role of media within a given territory or a group of people and how those media are use;

**Knowledge will be acquired in the following fields:**

- studies of media and communication in sociological and interdisciplinary contexts: theoretical approaches, working techniques, scientific topics, empirical findings, common problems and further perspectives

**List of topics covered**

- patterns of media- and communication-studies
- types and characteristics of media and lines of their evolution
- the interplay of media, technology & culture within the matrix of human society & nature
- models of communication and approaches to the passage from oral to written language
- the development of mass media, from printing to broadcasting, and their social impact
- societal dimensions and the transformative capacities of Information & Communication Technologies (ICTs) and Computer-Mediated Communication (CMC)
- media and their involvement in processes of modernization along the political-economic transitions from industrial to post-industrial societies
- cyber-identities, virtual communities and networked-individualization: the psycho-social dimension
- socio-cultural practices of using, appropriating and modifying media in private and professional contexts
- media competence in general as well as with regard to inter-cultural and professional contexts
- sustainability issues and potentials of ICTs and the use of media for eco-social transformation

**Teaching format**

Frontal lectures as well as accompanied group exercises, discussions, common reading and elaboration of individual assignments

**Learning outcomes**

Knowledge and understanding

Students will gain knowledge on theoretical and methodological frameworks, explication concepts and research approaches of media studies.

### Applying knowledge and understanding

Students will learn to make use from conceptual ideas and working methods of media studies.

### Making judgments

Students will learn to critically reflect approaches and findings of media studies.

### Communication skills

Students will learn to communicate and discuss with others about scientific and political approaches to media.

### Learning skills

Students will learn to identify the productive tension between theory and practice and how to interconnect them in a mutually enriching process.

### **Assessment**

Achievements will be assessed on the one hand with regard to the results of a series of home assignments which every student has to complete and to present in form of oral presentations or written reports during the course and, on the other hand, on the basis of the result of a final assignment (written exercise) that has to be prepared by every student for the final examination that will consist in an oral presentation and discussion of his final work.

### For not attending students:

Not attending students are those not regularly present in class and not delivering all required assignments during the time span of the course. They have to study completely on their own on the basis of a list of essential literature (that will be published in the MS TEAMS domain of the course as well) in order to prepare themselves to an extensive written final examination that will provide the final mark.

**Assessment language:** English

### **Evaluation criteria and criteria for awarding marks**

For this course the appraisal of the students' performance will be carried out under careful application of the following criteria:

- mastery of language for expressing course related contents (also under consideration of the fact that the teaching language might not be the students mother tongue)
- ability to work in a team and use individual faculties successfully in interactive processes
- consistency in the elaboration of written reports
- clarity in the preparation of oral presentations
- capability to summarize, evaluate, and establish relationships between topics
- ability to reflect about different standpoints, perspectives and preferences and discuss these issues critically, appropriate and mindful
- distinctness in answering questions about the results of the assignments, especially the final one, and explicitness in displaying the outcome of the students work

All required assignments must be delivered and qualified leastwise as passed during the time span of the course in order to get approved for the final examination. The final assignment has to be completed up to the date of the final examination where its results will be discussed and assessed in an open dialogue between student and professor. The average of the marks of all single assignments

will determine the range of marks against which the results of the final assignment and the discussion about it at the exam will be judged.

Criteria relevant for the assessment of not-attending students are:

- distinctness in answering the questions of the extensive written examination correct and complete
- ability to summarize, evaluate, and establish relationships between topics
- ability to reflect about different standpoints, perspectives and preferences and discuss these issues critically, appropriate and mindful

### **Required readings**

Briggle, Adam; Christians, Clifford G. (2010): Media and Communication. In: Frodeman, Robert; et al. (Ed.) (2010): The Oxford Handbook of Interdisciplinarity. Oxford: Oxford University Press, pp. 201- 213

De Mooij, Marieke (2014): Human and Mediated Communication Around the World. Cham: Springer

Littlejohn, Stephen W.; Foss, Karen A. (2008): Theories of Human Communication. 9th ed., Belmont/CA: Thompson

Lister, Martin; et. al. (2009): New Media: A Critical Introduction. London: Routledge

Metzner-Szigeth, Andreas (Ed.) (2022): On the Interplay of Images, Imaginaries and Imagination in Science Communication. Florence: Olschki

Schrader, Dawn E. (2015): Constructivism and Learning in the Age of Social Media - Changing Minds and Learning Communities. In: New Directions for Teaching and Learning, Dec. 2015, Vol. 2015 (144), pp.23-35

Listing will be communicated the first day of class and provided in the courses MS TEAMS domain.

### **Supplementary readings**

Listing will be communicated the first day of class and provided in the courses MS TEAMS domain.