

COURSE DETAIL

SEMIOTICS OF MEDIA

Country

Italy

Host Institution

University of Bologna

Program(s)

University of Bologna

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Film & Media Studies Communication

UCEAP Course Number

178

UCEAP Course Suffix**UCEAP Official Title**

SEMIOTICS OF MEDIA

UCEAP Transcript Title

SEMIOTICS OF MEDIA

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course is part of the Laurea Magistrale program. Enrollment is by consent of the instructor. The course is intended for students who have a strong background in media studies and communication. The course focuses on mass media products using the specific tools of semiotic analysis. The course offers an introduction to the notion of the semiotic gaze applied to the media and the role of this gaze as a cultural phenomenon. The course includes a description of the main elements of contemporary media textuality and the increasing, yet ambivalent, process of media convergence, integration and transformation of media contents and forms. Attention is placed on the semiotic mechanisms able to generate links and connections between media objects and environments (games and videogames, TV series, fandom), and to activate a semiotic crossover that expresses itself in narrative, discursive and interactive dimensions. The course concentrates on concrete examples of audiovisual media texts and practices that are analyzed with different semiotic tools and concepts (from the specific dimensions of media textuality to the notions of media genre and format). The ultimate aim is the development of a semiotic gaze on both media-specific elements (the construction of the visible, the audible, rhythms and the syncretism of languages), as well as the relation between media textuality and experience. A special section of the course is devoted to the ways in which contemporary media texts and genres construct gender identities and the intersectionality with elements of race, color, class, age, and disabilities. Required readings include: SEMIOTICA DEI MEDIA. LE FORME DELL'ESPERIENZA MEDIALE and LA CONDIZIONE POSTMEDIALE. MEDIA, LINGUAGGI E NARRAZIONI by R. Eugeni, I MEDIA: STRUMENTI DI ANALISI SEMIOTICA by P. Peverini, MULTI TV. L'ESPERIENZA TELEVISIVA NELL'ETÀ CONTEMPORANEA by M. Scaglioni and A. Sfardini. After the first introductory week, students are invited to prepare class presentations based either on theoretical/methodological questions (related to the required readings), or on the application of different semiotic tools to specific case-studies. Assessment in the course is based on an oral exam and a paper on one of the topics discussed in class (i.e. forms of textuality and media practices, format and genres relating to gender and intersectional identities).

Language(s) of Instruction

Italian

Host Institution Course Number

28390

Host Institution Course Title

SEMIOTICS OF MEDIA

Host Institution Campus

LETTERE E BENI CULTURALI

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Semiotica

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