CM/SO300A&B - Television, Advertising, Music: the Italian Approach to the Media

Prof. LUCA TOCCACELI

COURSE DESCRIPTION

Television, advertising and music have had and still have great influence on everyday's life, habits and behaviour in Italy. Since its beginning in 1954, television moulded popular culture; in the ‘80s advertising proposed a new lifestyle for a generation and music provided the ever changing sound track for young and adults. The course will focus on these three different industries that will be studied and analyzed both from the point of view of history and theory and from a practical and productive one. In-class lectures and visit to a television production studio, an ad agency and meetings with professionals will enable students to understand the basic skills and the Italian peculiarities in using the analyzed media.

COURSE CONTENTS

UNIT 1 – The geography of media production in Italy and the “paleo tv” era
UNIT 2 – History and relevance of media in Italy from the “economic miracle” nowadays
UNIT 3 – Television: genres, narrative, schedule
UNIT 4 – Television: types of programmes, production phases, what people do in Tv production
UNIT 5 – Television: the Italian offer of programmes
UNIT 6 – Television: TV news as a genre. The Italian Telegiornali
UNIT 7 – Advertising: from basics of marketing, target and media to communication strategy
UNIT 8 – Advertising: the different roles in an ad agency. The creative process
UNIT 9 – Advertising: Carosello and the history of Italian ads
UNIT 10 - Recorded music: communication tools and strategies
UNIT 11 – Recorded music: adapting to the present. The role of the web and of the social media

PREREQUISITES

None

METHOD OF TEACHING

Lectures and discussions on assigned readings and documents; field studies and videos to be analyzed. Written assignments and projects to develop.
COURSE REQUIREMENTS

Students are expected to
- attend lectures and to keep up with the readings
- fulfill written assignments
- participate in class discussions
- participate to field trips

CREDITS

6 ECTS

GRADING

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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Attendance, class participation, assignments</td>
<td>20%</td>
</tr>
<tr>
<td>Mid-term exam</td>
<td>25%</td>
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<tr>
<td>Final research paper</td>
<td>20%</td>
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<tr>
<td>Final exam</td>
<td>35%</td>
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COURSE READINGS AND MATERIALS

All the readings and the materials will be available in pdf version.

INSTRUCTOR BIO

Luca Toccaceli earned a degree in philosophy from the Università degli Studi di Milano. He's currently tutor of the Musica e società (Music and society) course at Università degli Studi di Milano Bicocca, where since 2003 has taught seminars and workshops on Planning and Managing music events. Since January 2011 he has been instructor for the course of "Tv, Media and Communication in Milan" at the IES Milan Center and for the course of "Theory and Methods of Mass Media" at IED Istituto Europeo di Design, Milan. He has taught also at Università La Sapienza in Rome, and at Politecnico di Milano on "Tv and Multimedia Music Supervising". As professional, Dr. Toccaceli has always been involved in the communication field, especially as music advisor for Tv and advertising, film and video production; as music publisher he acts as promoter, press agent and manager for the artists he represents in Italy.

E-MAIL ADDRESS

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