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CATTOLICA
del Sacro Cuore

Television, Advertising, Music: the Italian Approach to the Media

PROF. LUCA TOCCACELI

Area of study:	Media and Communications
Area Code:	CM/SO300 A&B
Method of Instruction:	In-person

Description

Television, advertising and music have had and still have great influence on everyday 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 soundtrack 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, visit to a television production studio, and meetings with professionals of advertising and music industry will enable students to understand the basic skills and the Italian peculiarities in using the analyzed media.

Course contents

- History of mediated communication
- History and geography of media production in Italy
- Television: genres, narrative, schedule
- Television: types of programmes, production phases, what people do in Tv production
- Television: the Italian offer of programmes
- Television: TV news as a genre.
- Recorded music: communication tools and promotional strategies
- Recorded music: adapting to the present. The role of the web and of the social media
- Advertising: from basics of marketing, target and media, to communication strategy
- Advertising: the different roles in an advertising agency. The creative process
- Advertising: Carosello and the history of Italian Tv commercials from '60s nowadays

Prerequisites

None

Method of instruction

Lectures and discussions on assigned readings and documents; field studies and videos to be analyzed.
Class labs. Project works.

Course requirements

- Students are expected to
- attend lectures and participate in class discussions
 - develop and present project works
 - Attend the field trips



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Credits

6 ECTS

Grading

Attendance, class participation, assignments	20% of final grade
Midterm exam	25% of final grade
Final research paper	20% of final grade
Final exam	35% of final grade

Course readings and materials

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

Instructor bio

Prof. Luca Toccaceli earned a degree in philosophy from Università degli Studi di Milano. He is currently teaching on Mass Media Communication at the Università Cattolica del Sacro Cuore (Milano), at IED – Istituto Europeo di Design (Milano), IES Abroad Milan Center, on Planning and managing of music events at Università degli Studi di Milano-Bicocca, and on Cultural Anthropology at IED Milano. He has also taught at Università La Sapienza Roma and Politecnico 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.

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