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CM/SO320– Digital Journalism and Digital Media in Italy

Prof. Stefania Garassini – Prof. Eleonora Fornasari

COURSE DESCRIPTION

The course intends to give students an overview on digital media with in-depth analysis on best practices and a specific focus on the Italian situation. Students will be asked to analyse and comment texts concerning multimedia convergence and the evolution of languages and formats from web 1.0 to web 2.0. Best practices in the field of digital journalism and digital media will be analysed and students will be asked to comment examples of digital media products and to use some of the emerging tools for content curation. A part of the course will be focused mainly on the Italian scenario.

COURSE CONTENTS

- Unit 1** Convergence and digital media. Analysis of the connections between web and tv (by Eleonora Fornasari). How to develop an idea for a format and how to write it down (by Eleonora Fornasari)
- Unit 2** Digital journalism: historical evolution. Online Journalism from web 1.0 to web 2.0
- Unit 3** Digital journalism: new trends and techniques
- Unit 4** Digital journalism in Italy: examples and best practices
- Unit 5** Group project: Blog
- Unit 6** Group project: Content Curation

PREREQUISITES

None

METHOD OF TEACHING

Lab, seminar, group activities (class discussion and group works), professional speakers. Field trip. Case studies analysed in class and writing exercises. Final projects: an original idea for a digital format (branded-content, web series, tv format covering with web); a blog project concerning one aspect of life in Milan; a project on one of the main platforms for content curation.

COURSE REQUIREMENTS

In order to get their credits, students will be required to:

- Attend class regularly.
- Keep up with the assigned readings, bring the text to class and participate in class discussion.
- Participate to group projects



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CREDITS

6 ECTS

GRADING

Attendance and class participation	25% of final grade
Group assignments + class presentation	45 % of final grade
Final written exam	30 % of final grade

COURSE READINGS AND MATERIALS

All the readings will be available in a course pack and the lecturer's slides will be available on Blackboard.

INSTRUCTOR BIO

Stefania Garassini is a professional journalist and teacher. She was the founder and editor in chief of the first Italian magazine about digital culture, *Virtual* (1993-1998). She's the author of *Dizionario dei new media* (Raffaello Cortina, Milano, 1999), co-author (with Gianfranco Bettetini, Barbara Gasparini and Nicoletta Vittadini) of *I nuovi strumenti del comunicare* (Bompiani, Milano, 2001) and, with Giuseppe Romano, of *Digital Kids* (Raffaello Cortina, Milano, 2001). She curated the Italian edition of *Smart Mobs*, by Howard Rheingold (Raffaello Cortina, 2003), *The search*, by John Battelle (Raffaello Cortina, 2006), *The shallows*, by Nicholas Carr (Raffaello Cortina, 2011), *NetSmart*, by Howard Rheingold, (Raffaello Cortina, 2013), and of "The glass cage", by Nicholas Carr. She has been teaching in various courses concerning multimedia technologies in Università Cattolica del Sacro Cuore in Milan and Brescia, Istituto Europeo di Design, Accademia di comunicazione and she is currently teaching "Multimedia communication" at Accademia di Belle Arti Santa Giulia, in Brescia. She is a freelance writer for Domus magazine and website.

Eleonora Fomasari Eleonora Fornasari holds a degree in "Modern Philology" and a Master in "International screenwriting and production". She is a scriptwriter and journalist and she is currently undertaking a P.h.D. at Università Cattolica del Sacro Cuore of Milan to combine her research interests with her professional background focused on production of media content for children. In fact, she has worked as a screenwriter of animated TV-series in Italy and UK and for the Italian public broadcaster RAI. Furthermore, she is assistant professor of the academic courses "History and languages of International cinema", "Italian contemporary literature" and "Italian grammar" and teaches as well "The "Snow Whites" vs the "Cookie Lyons". Angel-women and Wicked Witches in the Italian Literature from the Italian Romanticism to the Present Day and in Contemporary Art Forms ", within the UCSC International Curriculum.

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