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Mass Communication and Media Industries: the Italian Style in producing and managing Television, Advertising and Music

PROF. LUCA TOCCACELI

Area of study	Marketing, Communication and Media
Area Code	CM/SO300su
Credits	6 ECTS
Dates	8 - 19 June (2 weeks)
Campus	Milan

Course 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 1980s advertising proposed a new lifestyle for a generation and music provided the ever changing sound track for youngsters and adults. The course will focus on these three different industries that will be studied from the point of view of history and theory, and from a practical and productive perspective.

Main topics

- Television: the impact of TV on the Italian popular culture and society (1954 – today)
The geography of media production in Italy: historical overview and description of media currently operating in Milan and in Italy. The "economic miracle" and the role of TV in transforming of popular culture: a brief history from the '50 to the present day.
- Television: genres, production stages, what people do in TV production
What television is and how it works: genre, narrative, scheduling. Compared analysis of program schedule in the most popular Italian TV networks. TV production: types of programmes. The different phases and the different professional roles involved in TV production.
- Television: TV news as a genre, the Italian Telegiornali
News making on TV: codes and conventions. What's news and news values. News sources, news agencies and alternative media: what they are and how they work. Citizen journalism, blogs and social media.
- Advertising: basics of marketing and product communication strategy
What advertising is and types of ad's classification. Marketing, target and media as basic elements of ad's communication and strategy
- Advertising: the creative process, what people do in an Ad agency
The advertising agency: account – research – creative - production dept. Creative strategy and the creative process.



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- Advertising: from history to the present
Carosello and the history of The history of Italian TV commercials from the '60 nowadays.
Analysis of international TV campaigns and commercials. Ad creative lab. Are you a copywriter or an art director?
- Music: the use of pop music in advertising
Music supervising of TV commercials and music creative lab
- Music: music as a product
Recorded music as a product: what placement, press release, promotional touring are: how radio, TV, music videos and strategic marketing work to communicate music.
- Music: the role of the web and of the social media in promoting music
The new millennium: from new fruition of music to new strategies to promote it. A general overview and the Italian peculiarities.

Learning objectives

- Consider the local, cultural-social economic context in which the Italian media operates
- Analyze different ways in which different media work in presenting news and programmes
- Discuss the purposes of Italian national and commercial TV channels
- Explain how advertising communication differs from basic human communication
- Analyze the creative process of an advertising campaign
- Compare Italian and international TV commercials
- Describe how various media collaborate in communicating music the best way

Course requirements

Students are expected to

- attend lectures and participate in class discussions
- develop project works
- attend the field trips

Grading

Class participation	20% of final grade
Home and class assignments	25% of final grade
Research project	20% of final grade
Final written exam	35% of final grade

Course readings and materials

- The course package will contain parts of the following books:
- AA.VV., Television studies. The Key Concepts, Routledge, 2002



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- Arens William – Weigold Michael – Arens Christian, Contemporary Advertising, McGraw-Hill, 2009
- Bignell Jonathan – Orlebar Jeremy, The Television Handbook, Routledge, New York, 2005
- Dominick Joseph, The Dynamic of Mass Communication, McGraw-Hill, 2009
- Foot John, Milan since the Miracle, Berg, 2001
- Holland Patricia, The New Television Handbook, Routledge, New York, 2017
- Klein Bethany, As Heard on TV; Popular Music in Advertising, Ashgate, 2009
- Macy Amy – Rolston Clyde - Allen Paul - Hutchinson Tom, Record Label Marketing, Focal Press, 2016
- McQuail Denis, Mass Communication Theory, Sage Publications, 2010
- Rodman George, Mass Media in a Changing World, McGraw-Hill, 2008
- Watson James, Media Communication, Palgrave MacMillan, 2008

Teaching methods

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

Site visits

Visit to a production/post-production tv studio.

Visit to an ad agency or meeting with music industry professionals.

Rules of conduct

Attendance: Attendance is mandatory and no absence/s will be excused. Please consider that Field Trips are considered equal to regular classes and indeed you are expected to attend the visits.

Unexcused absences will not be accepted. An excused absence will only be granted if you are seriously ill and can support your claim with a local doctor's certificate dated the day you missed class (therefore you must go to the doctor that same day) that has to be delivered to the Professor or to Cattolica International Office. Any other absence will not be excused and will result in not being admitted to the final exam, which corresponds to a 0 (zero) in the final exam.

Exam Date: The exam date cannot be re-scheduled. Should the dates of the final exams be moved for force major reasons, Cattolica International Office and the Professor will promptly inform you in class and/or via e-mail on the new date agreed. Unexcused absences to the exams will result in a failing grade in the course.

In cases of unforeseeable circumstances such as illness or injury on the day of the exams, you must submit a medical certificate and communicate your absence to the Professor and Cattolica International Office via email prior to the exam. If the student does not justify his/her absence through sufficient documentation and with adequate notice before the final test, you will receive an automatic Failed. Absences for other unforeseeable circumstances will not be accepted and will result in a failing grade.

Bio of the instructor

Prof. Luca Toccaceli earned a degree in philosophy from the Università degli Studi di Milano in 1984. He is currently teaching on *Media Communication* at Università Cattolica Milano, IES Abroad Italy, Istituto Europeo del Design Milano, and on *Intercultural Competences* at Università Cattolica Milano. He has also taught for



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fifteen years (2003-2017) on *Planning and Managing of Music Events* at Università degli Studi di Milano Bicocca, and on *Cultural Anthropology* at Istituto Europeo del Design Milano from 2017 to 2022.

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