



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

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

PROF. LUCA TOCCACELI

Term	Summer 2026
Area of study:	Media and Communications
Area Code:	CM/SO301
Dates	8 – 19 June 2026 (2 weeks)
Method of Instruction:	In-person

Description

Television, advertising and music have had and still have great influence on the mindset, habits and behaviour of Italians. Since its beginning in 1954, television moulded popular culture; especially from the '80s advertising have proposed new values for young and adult people and music have provided and still provides the soundtrack for everyone's everyday life. The course will focus on these three different industries that will be studied and analysed both from the point of view of history and theory and from a practical and productive one. In-class lectures, field studies and meetings with professionals of television, advertising and music industry will enable students to understand the basic skills and the Italian peculiarities in using those media.

Course contents

- History of mediated communication: from mass to digital interactive media
- Television: history of Italian TV. Genres, narrative, schedule
- Television: the local offer of programmes in the XXI Century's TV ecosystem
- Television: types of programmes, production phases, what people do in Tv production
- Television: TV news as a genre
- Advertising: from basics of marketing to communication strategy
- Advertising: what people do in an advertising agency. The creative process
- Advertising: "Carosello" and the history of Italian TV commercials from the '60s nowadays
- Music industry: the publishing, recording, and live businesses
- Music industry: marketing tools and promotional strategies in the digital age

Prerequisites

None



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Method of instruction

Lectures and discussions on assigned readings and video documents; individual/team job assignments. Live presentation performances. Class labs. Project works. Site visit to the production and broadcasting studios of a TV company and to a company's advertising collection.

Course requirements

Students are expected to

- properly complete the assignments
- develop and present project works
- interact with instructor and classmates
- be proactive contributors during class discussions

Credits

6 ECTS

Grading

Active participation	20% of final grade
Main assignments	20% of final grade
In-class activities	20% of final grade
Final exam	40% of final grade

Course readings and materials

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

Rules of Conduct

Class Attendance/Absences: Regular class attendance is mandatory. Please consider that Field Trips are considered equal to regular classes and indeed you are expected to attend all the scheduled visits. Class attendance will be taken by the professor at the beginning of each class. Unexcused absences will not be accepted and each of them will result in deduction of 3 points from the final grade.

An excused absence will only be granted if you are seriously ill and can support your claim with a doctor's note presented and dated the day you missed class (therefore you must go to the doctor that same day).

Students must notify the Cattolica International Office and the Professor of their illness **prior** to the beginning of the lesson.



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Exam: UNDER NO CIRCUMSTANCE MAY YOU REQUEST TO RE-SCHEDULE AN EXAM.

Exam dates communicated in the syllabus cannot be re-scheduled. Should the dates of the final exams be moved for force majeure 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 the Cattolica International Office via email **prior** to the exam. If you do not justify your absence through sufficient documentation and with adequate notice before the test, you will receive an automatic Failed. Absences for other unforeseeable circumstances will not be accepted and will result in a failing grade.

Course schedule

Class 1: June 8th, 2026 (2:30pm – 6:30pm)

Introduction to course contents. Media communication then and now.

Class 2: June 9th, 2026 (9:30am – 1:30pm)

The music business: songwriting, recording, live appearances

Class 3: June 10th, 2026 (9:30am – 1:30pm)

Advertising 1

Class 4: June 11th, 2026 (9:30am – 1:30pm)

Advertising 2

Class 5: June 12th, 2026 (9:30am – 1:30pm)

Field Trip: visit to CAMPARI Gallery

Class 6: June 15th, 2026 (9:30am – 1:30pm)

AD LAB. Music in advertising. SOUNDLAB

Class 7: June 16th, 2026 (9:30am – 1:30pm)

Short history of Italian TV. TV production 1

Class 8: June 16th, 2026 (2:30pm – 6:30pm)

TV production 2

Class 9: June 17th, 2026 (9:30am – 1:30pm)

Field Trip: visit to SKY TV production studios

Class 10: June 18th, 2026 (9.30am – 1.30pm)



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TV LAB. TV news. TV NEWSLAB

Class 11: June 19th, 2026 (9.30am – 1.30pm)

FINAL EXAM (in-class, open book mode)

Required Readings (selected pages from):

- AA.VV., *Journalism and Media Convergence*, De Gruyter, 2013
- AA.VV., *Television studies. The Key Concepts*, Routledge, 2008
- Arens William – Weigold Michael, *Contemporary Advertising*, McGraw-Hill, 2021
- Beer David, *The Social Power of Algorithms, Information, Communication and Society, Vol. 20*, Routledge, 2017
- 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, 2017
- Hull G.P. – Hutchison T. – Strasser R., *The Music Business and Recording Industry*, Taylor & Francis, 2011
- Humphrey Kyle, *From Analog to Digital: The Evolution of Music through Technology*, 2023
- Klein Bethany, *As Heard on TV; Popular Music in Advertising*, Ashgate, 2009
- Lombardi Giancarlo, *Rethinking Italian Television Studies*, in *The Italianist*, 34.2, 2014
- Macy A. – Rolston C. - Allen P. - Hutchinson T., *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
- Stovall James Glen, *Journalism. Who, what, when, where, why and how*, Pearson, 2005
- Watson James, *Media Communication*, Palgrave MacMillan, 2008

Instructor bio

Prof. Luca Toccaceli earned a degree in philosophy from the Università degli Studi di Milano in 1984. He is currently teaching three courses (on *Media Communication*, on *Music Business* and on *Intercultural Competences*) at Università Cattolica Milano, and on *Theory and Methods of Mass Media* at IES Abroad Italy, and at Istituto Europeo del Design Milano. He has also taught for fifteen years (2003-2017) on *Planning and Managing of Music Events* at Università degli Studi di Milano Bicocca. He is a music publisher and consultant for video production

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