



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Digital Journalism and Digital Media in Italy

PROF. STEFANIA GARASSINI / ELEONORA FORNASARI

Area of study:	Media and Communications
Area Code:	CM/SO320
Method of Instruction:	in-person and live-streaming (dual mode)
Participation:	synchronous/live and asynchronous

Description

The course aims 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 in journalism and in video communication. Best practices in the field of digital journalism and digital media will be analysed. Furthermore, students will be asked to cover aspects of life in Milan using the main tools for digital journalism and to work on a group project concerning transmedia storytelling.

Course contents

Digital journalism: history, new formats, new tools and best practices. The Italian way to digital journalism: case histories, guest speakers and best practices. Practical works: writing posts for online platforms, blogging about aspects of life in Milan.

Digital media: mapping digital in Italy; ethical issues in the Digital Era, power and ideology of storytelling; convergence and transmedia storytelling; group-projects.

Prerequisites

None

Method of instruction

Seminar, group activities (class discussion and group works), individual and group homework; professional speakers and field studies; class readings and screenings of videos.

Course requirements

Students are asked to attend lessons regularly, to carefully read the texts, to participate in class discussions and to work alone and in groups on the tasks assigned.

Credits

6 ECTS



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Grading

Class participation	20%
Midterm Exam* (prof. Garassini)	40%
Final exam (prof. Fornasari)	40%

*Both midterm and final exams consist of a written test and a practical task each.

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

Prof. 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 *Inuovi 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 "Content management for social media" in Almed Master Digital Communications Specialist and Content Management for social media at the degree course in Foreign Languages at Università Cattolica. She is a freelance writer for *Domus* magazine and daily newspaper *Avvenire*.

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Prof Eleonora Fornasari holds an MA in International Screenwriting and Production and a Ph.D. from Università Cattolica del Sacro Cuore of Milan, Italy. She works as a scriptwriter both for animated TV series (*Igam Ogam*, *Julio Bunny*, *YoYo*, *Topo Gigio*), and live-action shows with RAI, the Italian national broadcaster (*Social King 2.0*, *La TV Ribelle*, *La Posta di Yoyo*). Furthermore, she is a children's writer and she has published books and novels for different age targets. She is adjunct professor of "Literature, cinema and tv series for kids and young audiences", within the course of Writing Production for Animation (LM Language Sciences and Foreign Literature) and assistant professor of "History and Industry of International Cinema", "Italian Contemporary Literature" and "Italian Grammar". She also teaches "The Female Character in Italian Literature and Culture" within the International Curriculum.

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