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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 and live-streaming (dual mode)
Participation:	synchronous/live and asynchronous

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 and still provides the everchanging 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, 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
- 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 in the XXI Century's TV ecosystem
- 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 video documents; individual/team job assignments. Project's works. Live/recorded presentation performances.

Course requirements

Students are expected to

- properly complete the assignments



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

Credits

6 ECTS

Grading

Home assignments, class participation	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 the Università degli Studi di Milano in 1984. He is currently teaching on *Mass Media Communication* at IES Abroad Milan, Università Cattolica Milano, Istituto Europeo di Design Milano, and on *Cultural Anthropology* at IED Milan. He has also taught for fifteen years (2003-2017) on *Planning and Managing of Music Events* at Università degli Studi di Milano Bicocca, and on *Tv and Multimedia Music Supervising* at Università La Sapienza Roma and at Politecnico Bovisa Milano. As professional, Dr. Toccaceli has been involved in the communication field since the '80s, firstly as production manager for educational videos, then since 1993 as music advisor for advertising, feature film and documentaries; as music publisher he acts also as promoter, press agent and manager for the artists he represents in Italy.

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