

ACCF PTHM 490 History of Mass Media

Department:	Photography
Instructor:	Franco Fiesole
Prerequisites:	None
Credits:	3
Course Objectives:	The objective of this course is to provide students with an overview of traditional and new media and the tools with which to critically analyze them.
Course Description:	The course provides an introduction to the various issues related to modern mass communication and consists of an interdisciplinary overview of the traditional media (press, photography, radio, cinema, television) and new media (computer, internet). Class topics include the history of the media, their socio-cultural influence and the evolution of specific forms and techniques. The course also discusses the main theories about the media and provides students with the critical tools to face the complex world of mass communication in a conscious and personal way.
Student Assessment:	<p>The course consists of a combination of various learning experiences: lectures, visits, readings class discussions, slide and video projections. The student's active participation is expected. The student will be evaluated on his/her ability to: present coherent persuasive arguments in written and oral form; Successfully conduct individual research on pre-assigned topics; express critical opinions in a confident way.</p> <p>The student's final grade will be composed of: 10% Attendance and participation 50% Written exams 20% Home assignments 20% Final project and oral presentation</p> <p>The individual final project consists of a research paper which will focus on specific aspects of the history of media (genres, technique, photographers...). The topic will be proposed by the student and approved by the teacher. The paper must consist of at least 8 pages of text (ca. 3000 words) plus documentation and</p>

	bibliography.	
Learning Outcomes:	By the end of the course the student will be able to: <ul style="list-style-type: none"> • Demonstrate a confident knowledge of the social and technical history of the media. • Show the capacity to analyze the media in a theoretical and critical way. 	
Course Outline:	Week	Topic
	Week 1	Introduction to the course. Mass communication.
	Week 2	The press.
	Week 3	From telegraph to radio.
	Week 4	Photography and analogic picture.
	Week 5	Journalism as the first mass medium.
	Week 6	Cinema, pictures as narration.
	Week 7	Mid-term exam. Choice of topic for final paper.
	Week 8	Television, the most popular medium.
	Week 9	Made in Italy. Internet and globalization.
	Week 10	Digital revolution and new media.
	Week 11	Mass communication theories.
	Week 12	Submission and oral presentation of final paper. Class discussion.
Week 13	Final exam.	
Bibliography:	Cullen, J. <i>A Short History of the Modern Media</i> . Wiley-Blackwell, 2013. <i>Mass Communication Theory: Foundation, Ferment and Future</i> . S. Baran and D. Davis (ed.), Wadsworth, 2011. McQuail, D. <i>Mass Communication Theory</i> . Sage Publications, Ltd. 2010. Recommended: <i>Sociology</i> Hanson, R. E. <i>Mass Communication: Living in a Media World</i> , CQ Press, 2010.	