

Textbook

A course pack in PDF format (no charge) will be made available in Florence.

Readings

- CAREY, J. (1975) *A cultural approach to communication*, in “Communication”, 1: 1-21.
- CAVALLERO, J. (2004) *Gangsters, Fessos, Tricksters, and Sopranos*, in “Journal of Popular Film & Television”, 32, 2: 50-63 .
- CRANE, D. (2002) *Culture and globalization*, in *Global Culture. Media, arts, policy and globalization*. London: Routledge, 1-19.
- GIRARDELLI, D. (2004) *Commodified Identities: The Myth of Italian Food in the United States*, in “Journal of Communication Inquiry” 28: 307-324.
- GRISWOLD, W. (1994) *Cultures and Societies in a Changing World*. London: Sage. *Preface*, xv-xix; *Culture and the Cultural Diamond*, 1-20.
- KATZ, E. and T. LIEBES (2007) ‘*No More Peace!*’: *How Disaster, Terror and War Have Upstaged Media Events*, in “International Journal of Communication”, 1: 157-166.
- MATHIAS, A. (2007) *The Fakebook Generation*
- MELBER, A. (2008) *About Facebook*, in “The Nation”, 22-24.
- MEYROWITZ, J. (2005) *The rise of glocality. New senses of place and identity in the global village*. In K. Nyiri (Ed.) *A sense of place: The global and the local in mobile communication*. Vienna: Passagen, 21-30.
- ROSEN, C. (2007) *Virtual Friendship and the New Narcissism*, in “The New Atlantis”, 17: 15-31.
- SCHUDSON, M. (1989) *How Culture Works: Perspectives from Media Studies on the Efficacy of Symbols*, in “Theory and Society”, Vol. 18, No. 2: 153-180.
- SUDDATH, C. (2009) *Raging Retrosexuals*, in “Time”, 9/21, 1-2.

Course Outline & Schedule

Week 1:

Introduction to the course: the “ritual” and the “transmission” model

Introduction to the research paper

Week 2:

Communication as Culture

- CAREY, J. (1975) *A cultural approach to communication*, in “Communication”, 1: 1-21.

Week 3:

The communication of cultural objects: shared narratives

- GRISWOLD, W. (1994) *Cultures and Societies in a Changing World*. London: Sage. *Preface*, xv-xix; *Culture and the Cultural Diamond*, 1-20.

Week 4:

The power of cultural symbols in the media

- SCHUDSON, M. (1989) *How culture works: perspectives from media studies on the efficacy of symbols*, in “Theory and Society”, Vol. 18, No. 2: 153-180.

Week 5:

Media, modernity and cultural globalization

- CRANE, D. (2002) *Culture and globalization*, in *Global Culture. Media, arts, policy and globalization*. London: Routledge. *Culture and Globalization*, 1-19.

Review

Week 6: Mid-Term Exam

Week 7:

Media, community, society: sense of place, sense of time

- MEYROWITZ, J. (2005) *The rise of glocality. New senses of place and identity in the global village.* in K. Nyiri (Ed.) *A sense of place: The global and the local in mobile communication.* Vienna: Passagen, 21-30.

Week 8:

Experience in the digital age

- ROSEN, C. (2007) *Virtual Friendship and the New Narcissism,* in “The New Atlantis”, 17: 15-31.

Week 9:

Media ceremonies: the shift to terror

- KATZ, E. and T. LIEBES (2007) ‘*No More Peace!*’: *How Disaster, Terror and War Have Upstaged Media Events,* in “International Journal of Communication”, 1: 157-166.

Deadline for the choice of the research paper

Week 10:

Italian portraits in the United States: from the '30 to Sopranos

- CAVALLERO, J. (2004) *Gangsters, Fessos, Tricksters, and Sopranos,* in “Journal of Popular Film & Television”, 32, 2: 50-63.

Week 11:

Italian myths: the representation of food and the “Dolce Vita”

- GIRARDELLI, D. (2004) *Commodified Identities: The Myth of Italian Food in the United States,* in “Journal of Communication Inquiry” 28: 307-324.

Week 12:

Italian myths: the family

Film screening: *L'ultimo bacio* (Muccino 2001), and comparison with the American adaptation *Last Kiss* (2006).

Research paper review

Week 13: Final paper and presentation