## 1. GENERAL DETAILS

Name: **MMC 4302 WORLD COMMUNICATION SYSTEMS**

Total hours: 3 US Credits

Instructors: Michela Proietti, Rafael Vega Jiménez (supervised by Dr. Roxane Coche, rcoche@ufl.edu)

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Place: Milano, Italy

Dates: January 12-April 10, 2025

Office Hours: 11 am-11 am on Thursdays, and by appointment.

Canvas Link: https://ufl.instructure.com.

Course Text: All readings and resources will be available online or given in class.


## 2. COURSE DESCRIPTION

This course provides an in-depth introduction to Italian and Media Culture.

By exploring through an immersive experience, students will examine in the first half of the course the historical foundations of Italian Culture, its language, and the society from an intercultural perspective.

In the other half of the course, we will focus on gaining an understanding of Italian mass media, with special attention to emerging technologies and transnational news systems. By engaging with case studies, regional media analyses, and key global trends, students will develop the ability to critically assess how media tools and communication practices function in diverse international contexts.

Against a backdrop of the major trends in the field of communication, students will be equipped to evaluate the use of media tools and approaches around the world, but with a specific emphasis on the Italian approach. The aim is to try to have a better understanding of the media landscape in Italy. Understanding both aspects, students will learn how the social, political, and economic forces shape communication across borders.

## 3. OBJECTIVES AND COMPETENCIES

OBJECTIVES

1) Provide students with a solid understanding of Italy's culture, enabling critical analysis and active engagement through experiential learning for effective intercultural communication and media practice.

2) Develop intercultural communication competencies to include awareness, effectiveness, and mindfulness.

3) Become more culturally and internationally minded concerning the mass media.

4) Demonstrate practical application of the concepts discussed to your home country and your assigned country by comparing regional media systems and identifying differences in values, norms, and regulatory environments.

5) Demonstrate knowledge of historical evolution for mass communication and the world (i.e. world systems).

6) Evaluate media tools and communication practices across diverse international contexts, including both traditional platforms and emerging technologies.

7) Display knowledge of the relationship between news media, communication technologies (digital, AI, etc.), trends, and international communication.

8) Evaluate and apply communication techniques from a variety of global perspectives.

9) Compare, contrast, and critique current theories, paradigms, and social movements in world communication.

10) Transfer knowledge gained to the professional communication arena in individual areas of study and/or interest.

11) Identify areas of bias, discrimination, and inequality in the media.

12) Identify areas of future research/application of new communication paradigms, technologies, and platforms in the global marketplace.

13) Develop your hypotheses about the future of global communication systems, including possible applications in professional, academic, or transnational settings.


COMPETENCIES

Italian and Media Culture is an upper-level course. The work students submit in this course should reflect higher-level cognition, critical thinking, writing, and overall academic abilities. In addition,

students are expected to complete all assignments on time, to be respectful of one another and the instructor, and to do their best work.

## 4. LIST OF TOPICS & COURSE SCHEDULE

1-. Presentation.

2-. Introduction to the Italian language.

3-. Italian Society from an Intercultural Perspective.

    3.1-. Key historical developments.

    3.2-. Regional diversity and cultural identity.

    3.3-. National celebrations and commemorations.

    3.4-. UNESCO heritage and cultural preservation.

4-. Italian style as cultural export (fashion, food & wine, design, tourism).

5-. Media landscape in Europe.

6-. Italian Journalism.

    6.1-. History of Italian media.

    6.2-. Overview of major media outlets

    6.3-. Media consumption habits.

    6.4-. Innovative media in Italy.

    6.5-. Business models.

7-. Challenges of Italian Journalism.

    6.1-. Press freedom and challenges in Italian journalism.

    6.2-. Political discourse in Italian media

8-. Experiential Learning (20%)

    8.1-. Cultural walking tours (e.g., Duomo di Milano, Leonardo's Last Supper, La Scala), and/or tours focusing on film locations or literary sites.

    8.2-. Culinary tours, wine tasting, and Italian cooking classes.

    8.3-. Visit a media museum (e.g., the Museo del Cinema in Turin or the Triennale in Milan).

    8.4-. Guided visits to media companies (e.g., RAI or newsrooms) and/or sports locations (e.g., San Siro Stadium tour).

## 5. METHODOLOGY AND TEACHING TECHNIQUES

- The professor will develop a theoretical aspect of the subject in the **lectures**, giving some elements to understand it. This will give students the knowledge and tools to discuss this aspect.
- **Practical lessons**, in which we'll practice the previous topics, and we'll discuss them. Moreover, we'll stimulate the critical thinking of the students.
- **Complementary activities**, such as visits to media outlets and institutions, as well as guest lectures, will enable us to network with professionals.
- **Final project** about the media landscape in Italy.

## 6. ASSESSMENT CRITERIA

There will be four pieces of assessment in this course, each focusing on developing different skills.

- **COUNTRY PROJECT (40%)**

Students will complete a **country project about the Italian media landscape**.

This project will consist of a PowerPoint slide deck, accompanied by a written presentation manuscript of approximately 350-500 words per slide. Embedded in the written manuscript will be ONE (1) discussion question.

**The submission should be a PDF version of the presentation with the Notes view available.** Do not submit it as a PowerPoint file.

Here are the **steps for this assignment**:

1. **Choose one innovative Italian media**. Submit your choice to the document I'll upload. Preference will be given by the date I receive the submissions. Individuals who fail to meet the deadline will be assigned at the instructor's discretion.
2. Once assigned a media outlet, students will then **create a coherent and concise PowerPoint presentation** of approximately 10-15 slides. Students will outline and evaluate the media systems present while also making specific references (complete with a summary) to no fewer than **three (3) concepts** from the course materials (lectures, visits, activities, discussions, etc.).
3. The **presentation** will consist of PowerPoint slides with a written manuscript of 350-500 words per slide **SUBMITTED AS A NOTES VIEW PDF**. This roughly amounts to 2-3 FULL, well-formed

paragraphs per slide. The submission should be a PDF version of the presentation with the Notes view available.

4. **Deadline**: upload your completed work into Canvas no later than October 3<sup>rd</sup> at 11:59 PM CET, the day before the presentation (October 4<sup>th</sup>).

- **SELF-REFLECTION PAPER (30%)**

Throughout the program, students will have ample opportunity to relate the course materials to their own experiences. The self-reflection paper offers students the opportunity to share their thoughts on intercultural communication from their perspectives in a 700-1000-word paper. The paper is due October 8th at 11:59 PM CET, at the end of the program in Spain.

- **ACTIVITIES (15%)**

There will be experiential learning activities that cover the materials from each lecture that we will do in class. They will relate to the content that we've been talking about. To successfully navigate these assessments, students should complete all these assignments in class during the given time.

- **GUESTS (15%)**

We will have guests visiting us in class. They are high-profile professionals related to different fields who will let us understand the topics we are learning. From them, you will identify global communication or media practitioners who are interesting to you.
I want us to get the most from them, so I'll allow you to ask questions, propose debates, or share ideas after or during their presentation. This will be highly appreciated by me.

## 7. POINT DISTRIBUTION

| Assignments | Value |
| --- | --- |
| Country Presentation (1) | 40% |
| Self-reflection paper (1) | 30% |
| Activities (2) | 15% |

| | | |
|---|---|---|
| Guests (2) | 15% | |
| **Total Points** | **100%** | |

## 8. GRADING SCALE

Grades will be assigned based on the following scale:

| | |
|---|---|
| A | 93.50-100 |
| A- | 89.50-93.49 |
| B+ | 87.50-89.49 |
| B | 83.50-87.49 |
| B- | 79.50-83.49 |
| C+ | 77.50-79.49 |
| C | 73.50-77.49 |
| C- | 69.50-73.49 |
| D | 64.50-69.49 |
| E | 0-64.49 |

## 9. REQUIRED POLICIES

- ATTENDANCE POLICY: The requirements for class attendance and make-up exams, assignments, and other coursework in the course are consistent with university policies. See UF Academic Regulations and Policies for more information regarding the University Attendance Policies.

- STUDENTS REQUIRING ACCOMMODATION: Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. See the "Get Started With the DRC" webpage on the Disability Resource Center site. Students need to share their accommodation letter with their instructor and discuss their access needs as early as possible in the semester.

- UNIVERSITY HONESTY POLICY: UF students are bound by The Honor Pledge, which states "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Conduct Code specifies a number of behaviors that violate this code and the possible sanctions. [See the UF Conduct Code website for more information](#). If you have any questions or concerns, please consult with the instructor or TAs in this class.

- POLICY ON AI USE: In this course, you are welcome to use AI tools to support your learning in appropriate ways. For example, you may use AI to improve grammar and clarity in your writing, fine-tune the structure and flow of your reports, and conduct background research on course-related topics. However, you may not use AI to generate answers for assignments or discussion posts. These activities are designed to help you develop hands-on exercises with analytics tools, work directly with real datasets, and practice writing and interpreting your own findings. Relying entirely on AI to do this work for you undermines your learning and violates the spirit of the course.

- IN-CLASS RECORDING: Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal education use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

  A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and deliver by an instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentation such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or guest lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless, of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.