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## Mass Communication and Media Industries: the Italian Style in producing and managing Television, Advertising and Music

PROF. LUCA TOCCACELI

### OVERVIEW

**Area:** Marketing, Communication and Media

**Dates:** 27 June – 7 July (2 weeks)

**Campus:** Milan

**Course Number:** CM / SO 300

**Term:** Summer School 2017

**Credits:** 6 ECTS

### COURSE 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 1980s advertising proposed a new lifestyle for a generation and music provided the ever changing sound track for youngsters and adults. The course will focus on these three different industries that will be studied from the point of view of history and theory, and from a practical and productive perspective.

### MAIN TOPICS

- **Television: the impact of TV on the Italian popular culture and society (1954 – today)**  
The geography of media production in Italy: historical overview and description of media currently operating in Milan and in Italy. The "economic miracle" and the role of TV in transforming of popular culture: a brief history from the '50 to the present day.
- **Television: genres, production stages, what people do in TV production**  
What television is and how it works: genre, narrative, scheduling. Compared analysis of program schedule in the most popular Italian TV networks. TV production: types of programmes. The different phases and the different professional roles involved in TV production.
- **Television: TV news as a genre, the Italian *Telegiornali***  
News making on TV: codes and conventions. What's news and news values. News sources, news agencies and alternative media: what they are and how they work. Citizen journalism, blogs and social media.
- **Advertising: basics of marketing and product communication strategy**  
What advertising is and types of ad's classification. Marketing, target and media as basic elements of ad's communication and strategy
- **Advertising: the creative process, hat people do in an Ad agency**  
The advertising agency: account – research – creative - production dept. Creative strategy and the creative process.



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- **Advertising: from history to the present**  
Carosello and the history of The history of Italian TV commercials from the '60 nowadays. Analysis of international TV campaigns and commercials. Ad creative lab. Are you a copywriter or an art director?
- **Music: the use of pop music in advertising**  
Music supervising of Tv commercials and music creative lab
- **Music: music as a product**  
Recorded music as a product: what placement, press release, promotional touring are: how radio, TV, music videos and strategic marketing work to communicate music.
- **Music: the role of the web and of the social media in promoting music**  
The new millennium: from new fruition of music to new strategies to promote it. A general overview and the Italian peculiarities.

## LEARNING OBJECTIVES

- Consider the local, cultural-social economic context in which the Italian media operates
- Analyze different ways in which different media work in presenting news and programmes
- Discuss the purposes of Italian national and commercial TV channels
- Explain how advertising communication differs from basic human communication
- Analyze the creative process of an advertising campaign
- Compare Italian and international TV commercials
- Describe how various media collaborate in communicating music the best way

## COURSE REQUIREMENTS

Students are expected to

- attend lectures and participate in class discussions
- develop project works
- attend the field trips

## GRADING

Attendance and class participation	20 % of final grade
Home and class assignments	25 % of final grade
Research project	20 % of final grade
Final written exam	35 % of final grade



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## COURSE READINGS AND MATERIALS

- The course package will contain parts of the following books:
- AA.VV., *Television studies. The Key Concepts*, Routledge, 2002
- Anderson C., Bell E., Shirky C., *Post-Industrial Journalism: Adapting to the Present*, Columbia Journalism School, 2012
- Arens William, *Contemporary Advertising*, McGraw-Hill, 1999
- Bignell Jonathan – Orlebar Jeremy, *The Television Handbook*, Routledge, New York, 2005
- Fenton Natalie, *New Media Old News*, Sage Publications, 2009
- Foot John, *Milan since the Miracle*, Berg, 2001
- Forgacs David - Lumley Robert, *Italian Cultural Studies. An Introduction*, Oxford University Press, 1996
- Holland Patricia, *The Television Handbook*, Routledge, New York, 1997
- Hutchinson Tom - Macy Amy – Allen Paul, *Record Label Marketing*, Focal Press, 2010
- Klein Bethany, *As Heard on TV; Popular Music in Advertising*, Ashgate, 2009
- McQuail Denis, *Mass Communication Theory*, Sage Publications, 2010
- Stovall James Glen, *Journalism. Who, what, when, where, why and how*, Pearson, 2005

## TEACHING METHODS

Lectures and class discussions on assigned readings and documents; field studies and videos to be analyzed. Class labs. Project works.

### Site visits

Visit to a production/post-production tv studio

Visit to an ad agency or meeting with music industry professionals.

## RULES OF CONDUCT

**Exam Date:** The exam date cannot be re-scheduled. Unexcused absences will result in a failing grade. In cases of unforeseeable circumstances such as illness or injury on the day of the exams, the student must submit a medical certificate and communicate his/her absence to the Professor and UCSC International Office via email **prior** to the exam. If the student does not justify his/her absence through sufficient documentation and with adequate notice before the final test, the student will receive an automatic Failed.

## BIO OF THE INSTRUCTOR

Luca Toccaceli earned a degree in philosophy from Università degli Studi di Milano. He is currently tutor of the *Musica e società* (Music and society) course at Università degli Studi di Milano Bicocca, where since 2003 has taught seminars and workshops on Planning and Managing music events. Since January 2011 he has been instructor for the course of "TV, Media and Communication in Milan" at the IES Milan Center. He has taught also at Università La Sapienza in Rome, Politecnico di Milano and Istituto Europeo di Design di Milano on TV and Multimedia Music Supervising. As professional, Dr. Toccaceli has always been involved in the communication field, especially as music advisor for TV and advertising, film and video production; as music publisher he acts as promoter, press agent and manager for the artists he represents in Italy.

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