

Course of study in
"Innovative, multimedia and digital communication" - [L20].
a.y. 2021/2022

SUBJECT

Communication technologies for the web

SDS: ING-INF/05 - ECT: 6

II YEAR; II SEMESTER

Lecturer: **Prof. Vincenzo Filetti**

Disciplinary tutor: **Dr. Damiano Caforio**

<p>Qualification and scientific background of the lecturer</p>	<p>Manager for integrated communication, digital services and innovation. For more than 10 years, he has coordinated corporate departments of Information & Communication Management and Integrated Communication for national agencies of the Chamber System. He is currently senior manager of integrated communication and innovation for Theorema, a management consulting company, and CEO of the interactive media agency BCAA.</p> <p>He is a contract lecturer at other universities of Media Planning Strategies in Business Strategies (L5), Digital Marketing Strategies (L18) and Elements of Marketing and Digital Advertising (L20). He is President of the Association for startups and innovators TrentaQuaranta, mentor for startups, speaker for national and international events on communication, innovation and digital issues.</p> <p>He has managed over 100 projects as Information Architect and project leader for the design of web portals, including viaggiareinpuglia.it (winner of the BIT award as the best national tourism portal), camcom.gov.it (European best practice), Italian Quality Experience during EXPO 2015. He has conceived and designed communication campaigns at national and international level on the main traditional (TV, radio, press, cinema) and digital media. Since 2016, he has been designing and organising open innovation challenges and startup competitions.</p>
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	LinkedIn profile: https://www.linkedin.com/in/vincenzofiletti/
Description of contents and subdivision of the programme into teaching modules	<p>The course consists of 2 modules.</p> <ul style="list-style-type: none"> ➤ Module 1 - The Web. An evolving scenario <ul style="list-style-type: none"> ▪ From the origins of the World Wide Web to the first source code in NFT ▪ The website. An interface for communication. ▪ From desktop to mobile. Models of use and communication. ▪ Social media. New platforms in common use ▪ Banners, pixels and advertising. ▪ From code to voice systems, from text to podcasts. ➤ Module 2 - Technological developments and new communication paradigms <ul style="list-style-type: none"> ▪ The centrality of the algorithm and the relevance of data. ▪ Martech and disintermediation processes. ▪ Platforms to support companies. Software as a service. ▪ West/East. Communication perspectives. ▪ Technologies 4.0. From augmented reality to blockchain. ▪ The metaverse. Design and visions of the new web.
Abstract	<p>The course aims to provide an overall framework on the broad theme of digital communication, with a practical approach that illustrates the dynamics and development processes that characterize digital media. An innovative and unique course that offers a broad overview of digital media and the different methods of adoption: the website, social media, advertising, NFTs, blockchain, augmented reality, the metaverse.</p>
Learning objectives	<p>The course aims to provide a comprehensive overview of the broad topic of digital communication, with a practical approach that illustrates the dynamics and development processes that characterise digital media.</p> <p>The course enables the acquisition of conceptual tools and their relation with the technical tools necessary to interpret, design and manage communication processes based on digital and innovative technologies.</p> <p>In particular, a pragmatic approach is adopted in the presentation of the different media and how they have been used since the 1990s, taking into account the different areas of application and the centrality</p>

	<p>of certain aspects that have profoundly transformed the world of communication and, more generally, the system of social relations.</p> <p>With the first module, the main training objective is the transfer of the main knowledge on the elements characterising innovative and digital communication: the website, with the different implications deriving from the adoption of "mobile" technologies; social media, digital advertising and, finally, voice systems which, especially in the last period, have acquired a prominent role (podcasts, the social media ClubHouse, voice systems distributed by big tech).</p> <p>The second module addresses emerging and evolving issues, taking into account the latest digital revolution leading to WEB 3 and the metaverse.</p>
<p>Expected learning outcomes</p>	<p>A. Knowledge and understanding Students are expected to gain knowledge and understanding of the processes and dynamics that characterise digital communication, with reference to the different fields of application that have characterised the web from its first phase of development to the present day, also taking into account future developments. Students gain this basic knowledge by attending lectures and studying texts.</p> <p>B. Applied knowledge and understanding Students are expected to achieve the ability to apply knowledge and understanding through the ability to analyse and consciously observe the composite reality of digital and innovative communication.</p> <p>C. Autonomy of judgement Students are expected to acquire the ability to critically reflect on the evolutionary dynamics of media, digital tools and platforms, with particular reference to the centrality of innovative processes and the direct and indirect implications on society, the work context and the business system.</p> <p>D. Communication skills The students will have the opportunity, through the exposure of the teaching material and the lectures, to argue with a precise and appropriate vocabulary the main topics related to the field of innovative, multimedia and digital communication.</p>

	<p>E. Learning ability</p> <p>Students are expected to have a critical learning mode that balances theoretical ability, attention and sensitivity to concrete observation of the evolution of communication systems and digital applications.</p>
Skills to be acquired	<p>EXPECTED RESULTS</p> <p>A. Use of advanced textbooks, knowledge of some cutting-edge topics within the subject studied.</p> <p>B. A professional approach to work and possession of appropriate skills to devise arguments, support them and solve problems within the subject studied. Ability to collect and interpret data useful for making independent judgements.</p> <p>C. Ability to communicate information, ideas, problems and solutions to specialists and non-specialists.</p> <p>D. Ability to undertake further studies with a high degree of autonomy.</p>
Didactics organisation	<p>DIDACTICS PROVISION</p> <ul style="list-style-type: none"> ➤ 6 hours of recorded video lessons available on the platform. ➤ 2 synchronous meetings on the platform. ➤ Podcasts of all the above-mentioned video lessons. <p>INTERACTIVE DIDACTICS</p> <ul style="list-style-type: none"> ➤ 1 course orientation forum; ➤ 2 thematic follow-up forums (1 per module); ➤ Possibility to carry out work in groups. ➤ 2 structured <i>e-activities</i> (as described in the section "<i>in itinere assessment methods</i>"). <p>SELF-LEARNING</p> <p>Teaching materials are provided for each module: in-depth thematic studies, articles and slides by the lecturer, open access readings, online resources, reference bibliography, etc.</p>
Recommended examination texts	<ul style="list-style-type: none"> ➤ <i>Marketing aumentato. Guida ai nuovi scenari martech</i> by Vincenzo Cosenza, Apogeo, Milan, 2021

<p>In itinere assessment methods</p>	<p>Access to the final examination is subject to the following 2 e-activities:</p> <ul style="list-style-type: none"> ➤ Etivity 1 - Design of a digital communication campaign Starting from a brief, the definition and planning of a communication campaign is required, with a mix of tools and actions referring to the media mentioned in module 1. ➤ Etivity 2 - MarTech & Software test The test aimed at verifying the knowledge of certain platforms (illustrated in module 2) and includes the description of the main functionalities.
<p>Procedure for the final examination</p>	<p>The assessment of learning will take the form of an oral interview on the course contents and on the final report submitted, if any. The grade (min 18, max 30 with possible honours) is determined by the level of performance for each of the following dimensions of the oral interview: mastery of contents, appropriateness of definitions and theoretical references, clarity of argument, command of specialist language.</p>
<p>Language of instruction</p>	<p>Italian</p>