Associate Professor in the field of Sociology of Cultural and Communication processes at the Department of Philosophy, Communication and Visual Arts, Elisa Giomi teaches Advertising (MA level) and Sociology of Communication and of the Media (BA level), and she is the Coordinator of the Media and Communication Module of the MA in Gender Studies and Politics.

She has coordinated several national and international research projects in the field of Gender and the Media. Currently, she supervises the Monitoring of the Representation of Women in TV Programs on behalf of RAI (Italian public broadcaster). She is member of the editorial board of «AG-AboutGender. International Journal of Gender Studies».

Her research interests situate within the fields of Communication Sociology, Cultural Studies, Gender Media Studies and Television Criticism. In particular, her main research lines focus on qualitative analysis of TV genres and formats, and media representation of the public sphere, its processes and actors.

Among her latest works, Relazioni brutali. Genere e violenza nella cultura mediale, Il Mulino, Bologna 2017 (co-authored by S. Magaraggia); Gender e Media, Pigreco, Roma; Really good at it: The Viral Charge of Weeds’ Nancy Botwin (and popular culture’s anticorps), in M. Buonanno (ed.), Television Antitheroines. Women behaving badly in crime and prison drama, Intellect Books, Bristol, UK, 2017.
Media shape culture; the digital media are reshaping culture today. The Course introduces a combination of perspectives on media objects and practices of use. Media technologies are studied as tools for research (digital humanities), for education, and as curatorial tools used for presentation and mediation. Students will be stimulated to critically use and assess media technologies, hands on, in an experimental environment provided by the partner stakeholders.

The course is divided into three parts: 1) Media as systems of representation; 2) Media as cultural industry, 3) Media as technology. Each part is first addressed in theoretical terms and then explored through selected cases studies and through the contribution of media practitioners and cultural leaders from media organizations based in different countries.

Particular attention will be paid to the issue “media and value”, which will be explored by the three perspectives characterizing the three parts of the Course. First, media will be considered as actors contributing to the negotiation process through which culture and its (both symbolic and material) expressions are assigned meaning and (aesthetic, social, economic, etc.) values; secondly, media will be considered in their specificity of cultural industry, and the dynamic of value creation will be addressed through the case study of the territory and/in Nordic Noir crime fiction. Finally, the role of technologies in the production of aesthetic, political, economic value will be illustrated, along with the impact of digitization on production and consumption process, and on the entire value production chain.

The Roman Aqueducts System and its archeological, economic and cultural value will be the overreaching case study common to all Courses given at Roma Tre University.