

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Communications, Arts and Social Sciences
Programme:	COM
FHEQ Level:	5
Course Title:	'Made in Italy': The symbols of Italian identity from Espresso to Ferrari
Course Code:	COM 5860
Course Leader:	Monica Giovannini (Florence) Rosanna Graziani (Rome)
Student Engagement Hours:	120
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / Guided Learning:	75
Semester:	Spring
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

ITALIAN STUDY CENTRES ONLY. Italy occupies a prominent place in today's globalized economy. This course explores the history and practices of consumption in Italy, and the production of goods and services that have been encoded as 'Italian' outside the country itself. It analyses aspects of consumption from a variety of economic, cultural and anthropological approaches. The course looks at the transition to a consumer society, and investigates areas such as advertising, fashion, industrial design, food culture and sport. It also examines the impact of consumerism on Italian identity formation in relation to the construction of gender roles. The course includes on-site visits and field trips to major Italian companies.

Prerequisites: GEP 4180 Research and Writing 2

Aims and Objectives:

The main aim of this course is to enable students to understand how the relationship between Italy's economy, history, and consumerist practices during the last century have helped shape Italian identity, both nationally and internationally. The focus is on key Italian cultural products, their formation, significance and symbolism, within industrial, leisure, food and fashion sectors.

Programme Outcomes:

A5 (i, ii), B5 (i, ii, iii), C5 (I, ii, iii), D5 (ii)

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:

<http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

Learning Outcomes:

At the end of this course, successful students are should be able to:

- Demonstrate a detailed understanding of Italian production and consumption practices on both national and international scales
- Demonstrate a familiarity with the debates concerning the key economic and cultural sectors that have shaped Italy's identity, including fashion, industrial design, food processing and consumption, and popular sports.
- Demonstrate a detailed knowledge of the significance of Italian symbols and the various debates surrounding the concept of 'Italian-ness'.

Indicative Content:

- Site visits and field trips
- Symbols and Stereotypes
- Italian identity as perceived abroad.
- Ferrari: the car factory, the car races and the myth.
- The century-long creation of the Central Italian olive tree landscape.
- Pasta: the greatest symbol of Italian-ness.
- History of Vespa and the Piaggio scooters' factory.
- Italian fashion
- Espresso coffee: from local to global.
- Italian soccer: a purely Italian 'madness'.
- The negative symbols of Italy.
- Changing Italian identity

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board (formerly Learning & Teaching Policy Committee) and located at: <http://www.richmond.ac.uk/admitted-students/>

