

ANALYSIS AND DESIGN OF THE TELEVISION PRODUCT

The University Master's Degree in the *Analysis and Design of the Television Product* aims to equip the student with the analytical, historical and methodological tools needed for a critical approach to the television system, providing them with: the know-how needed to analyse the national and international market scenario; the techniques and strategies of acquiring, adapting and designing television formats and programmes; TV programme production techniques and knowledge of all the related issues and problems (economic, legal, communication); the methods used to position the TV product in the broadcasting schedule and cross-media scenario; and the analytical and methodological tools needed to assess the fit of the product in the initial market scenario and in its scheduled viewing slot.

The University Master's degree will qualify the candidate for professional positions in television management, especially in the research, acquisition and programming departments, and as market consultants.

Faculty: Faculty of Arts and Philosophy; Faculty of Language Sciences and Foreign Literature; Postgraduate School of Media, Communication and Entertainment

First/Second Level Master's: Second

Course Code: 788a

Course Director: Ruggero Eugeni

Start Date: November 2008

Course Length: 8 months of lectures + internship

Campus: Milan – Carducci

CFU (ECTS Points): 60

Number of Places: 25

Entry Requirements: Postgraduate students with Second-level degree: Additional requirements: personal aptitude and knowledge of the television industry.

Language of Instruction: Italian

Degree Structure

Theory and Techniques of the Radio-Television Industry	6 ECTS POINTS
Media Fiction and Cultural Industry	3 ECTS POINTS
Television Market Analysis	3 ECTS POINTS
Program and Format Acquisition Strategies	3 ECTS POINTS
Production Strategies	6 ECTS POINTS
Programming Strategies	3 ECTS POINTS
Analysis of the Broadcasting Schedule	3 ECTS POINTS
Analysis of the Television Product	6 ECTS POINTS

Workshops 6 ECTS POINTS

History of Italian and International Television

Theory of Genres

Format Adaptation Techniques

TV Format Writing Notions

Marketing the TV Product

Basic Economics of TV Production

Television Law

Press Office

Cross-media Development of the TV Product

Analysis of Audience Data

Analysis of Industry Communication

Workshop with industry professionals/case histories 6 ECTS POINTS

Placement 10 ECTS POINTS

Final Exam 5 ECTS POINTS

Teaching Method: Lectures, group work and guest talks from professors/experts.

Assessment: Final exam for each course, with marks out of thirty; the type of exam will change according to each course (oral exam, mid-term exams, work paper).

Placement and workshop performances will be assessed by the internal tutor and by the workshop managers.
The final exam will be assessed by a special examination board.

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