



**UNIVERSITÀ  
DEGLI STUDI  
DI BERGAMO**

Dipartimento  
di Lingue, Letterature  
e Culture Straniere



**FAIRLEIGH  
DICKINSON  
UNIVERSITY**

## **HUMANITIES SUMMER SCHOOL COURSES**

**Period: 5 – 16 July 2021**

### **Understanding Visual Culture Making Sense of Contemporary Images from Digital Photography to Videogames**

**Prof. Giuseppe Previtali**

The course explores the world of images, specifically focusing on its most recent incarnations (digital photography and cinema, videogames, virtual and augmented reality) and approaching it through the lens of visual culture studies. Our everyday experience is more and more mediated, and the spread of Coronavirus forced us to take in account the great impact of this process in our lives. It is therefore quintessential to develop a critical sensibility toward contemporary visuality, stressing elements such as the presence of ideological narratives, the role of devices in our perception of the world and multisensorial dimension of our relationship with images. Through collective discussion of relevant theories and analyzing specific case studies, the course will address issues such as: What is the role of images in contemporary society? How vision is historically, culturally and geographically defined? How politics defines what we see and not see? How do (or do not) we visually perceive racial or sexual narratives?

### **‘Make’ in Italy: an Introduction to Entrepreneurship and Starttupping.**

**Prof. Daniele Radici**

*C/o Cyfe, Center for Young and Family Enterprise, Project  
Manager Prof. Davide Hahn*

The entrepreneur is an agent of change and an innovator who seizes opportunities and needs in a wide range of fields. Radical and rapid changes in new technologies, such as Information Technologies, biotechnologies, new materials, renewable energies, and the opportunities coming from a globalized and interconnected economy encourage the establishment of startups ready to act in different sectors. A new approach to health, aging and lifestyles also opens entrepreneurial possibilities. Moving from an analysis of the specific features of ‘made in Italy’ and of ‘family business’, both at the core of the Italian economic system, the course develops the idea that entrepreneurial culture fosters innovation in all spheres.

The course is mainly lab-oriented and challenges students to explore innovative ideas of business and discover their entrepreneurial potential.

At the end of the course students will be able to:

- analyze the value of an entrepreneurial idea through different perspectives;
- know the tools needed to establish and develop a startup.