



Guardare, vedere, percepire

**Tre prospettive complementari
sull'utilizzo dei media digitali
nella didattica**

Michele Marangi, Torino 11.11.16

The image shows three black microphones on a white shelf. Behind each microphone is a bright, circular spotlight. The word 'LOOK' is written in black capital letters within the first spotlight, 'SEE' is in the second, and 'PERCEIVE' is in the third. At the bottom of the image, the Italian words 'CONOSCENZA', 'COMPETENZA', and 'CONSAPEVOLEZZA' are written in bold yellow capital letters.

LOOK

SEE

PERCEIVE

CONOSCENZA

CONSAPEVOLEZZA

COMPETENZA

MIRAR



VER



PERCIBIR



SAPERERE

SAPER ESSERE

SAPER FARE

The image shows three black microphones on a white shelf. Behind each microphone is a bright circular spotlight. The word 'LOOK' is positioned behind the first spotlight, 'SEE' behind the second, and 'PERCEIVE' behind the third. Below the shelf, there are three columns of yellow text. The first column is under the first microphone, the second under the second, and the third under the third. The text in the first column is 'APPRENDERE' and 'ANALIZZARE'. The text in the second column is 'RIFLETTERE' and 'CONFRONTARSI'. The text in the third column is 'PROGETTARE' and 'REALIZZARE'.

LOOK

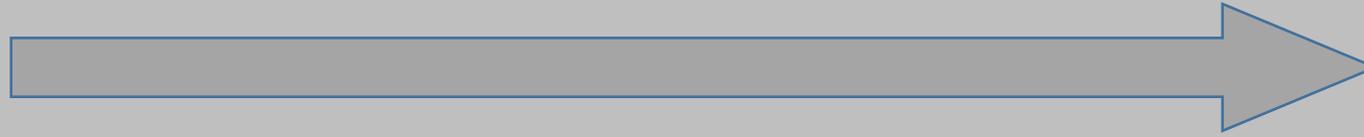
SEE

PERCEIVE

APPRENDERE
ANALIZZARE

RIFLETTERE
CONFRONTARSI

PROGETTARE
REALIZZARE



MASS

Broadcasting

Palinsesto

Fruizione

1 -> n

PERSONAL

Narrowcasting

Interattività

Prosumer

1 -> 1

SOCIAL

Reticolarità

Portabilità

Connettività

n -> n

TRE TRASFORMAZIONI

1. Testo --> Contesto

2. Target --> Audience

3. Specificità --> Contaminazione

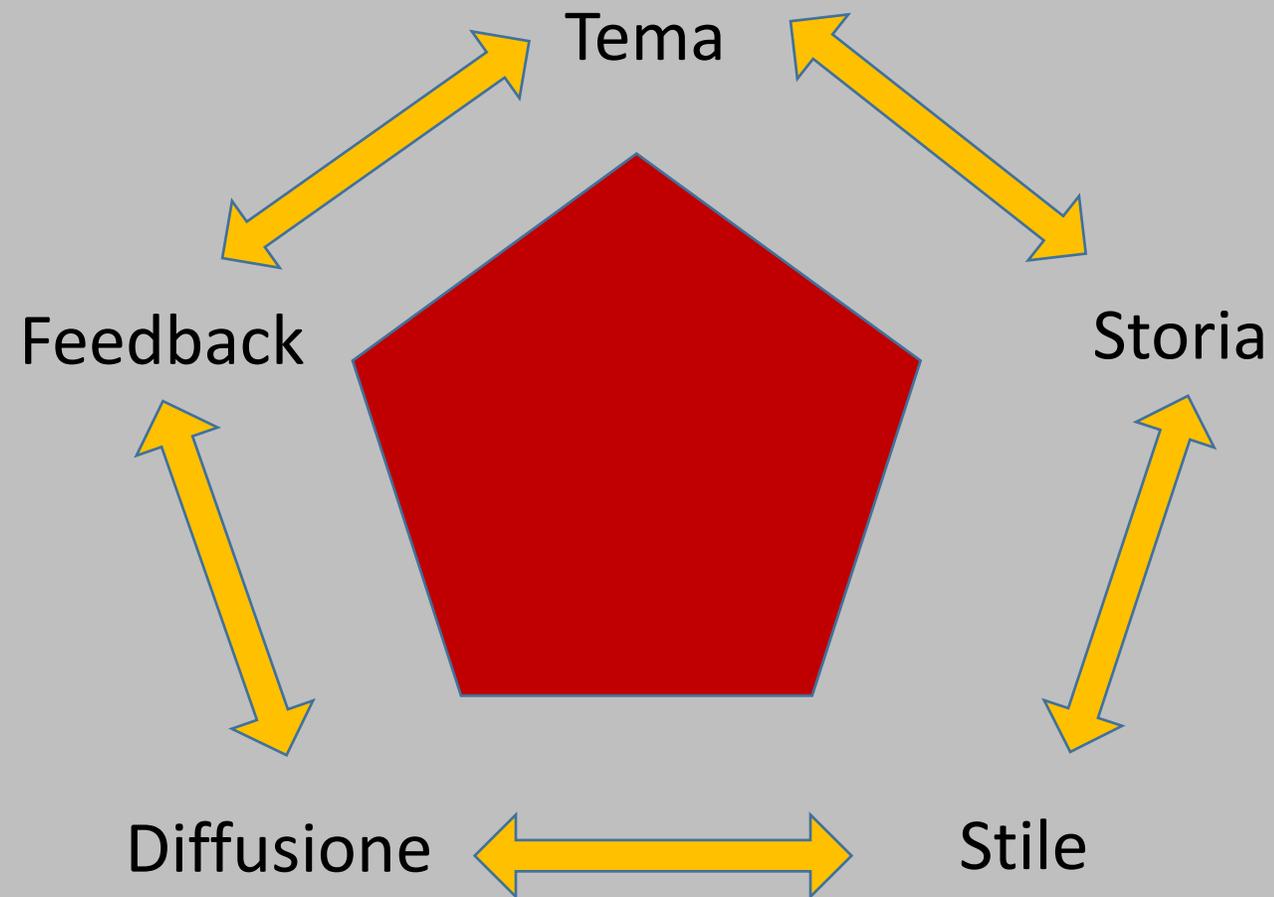
CINQUE PAROLE CHIAVE

- 1. Ri-mediazione (Bolter e Grusin)**
- 2. Converggenza (Jenkins)**
- 3. Spreadable (Jenkins)**
- 4. Gamification (McGonigal, Gee)**
- 5. Cross e Trans medialità (Giovagnoli)**

TRE DINAMICHE

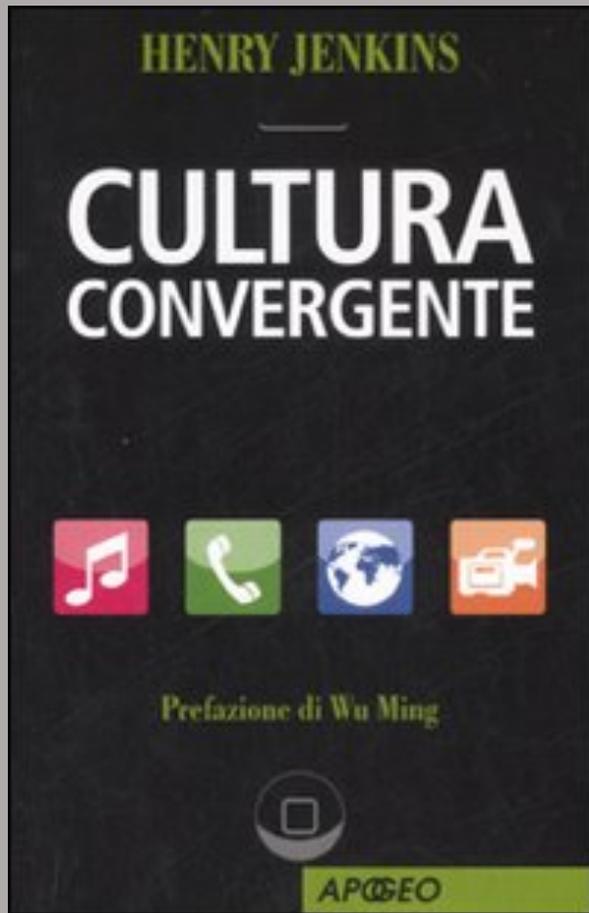
1. Personale <--> Sociale
2. Formale <--> Informale
3. Informativo <--> Emotivo

EFFICACIA COMUNICATIVA

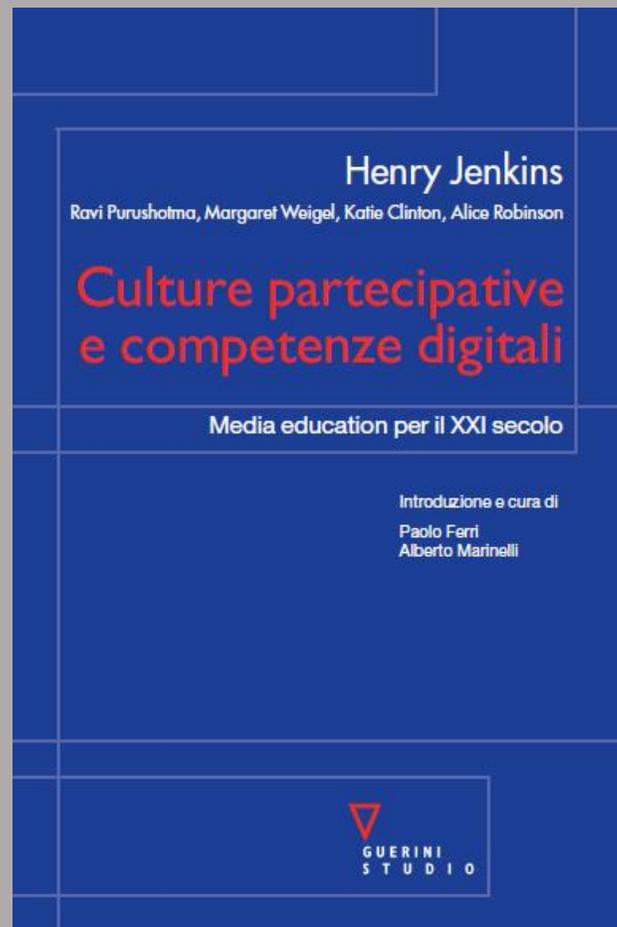


TRE PROSPETTIVE PEDAGOGICHE

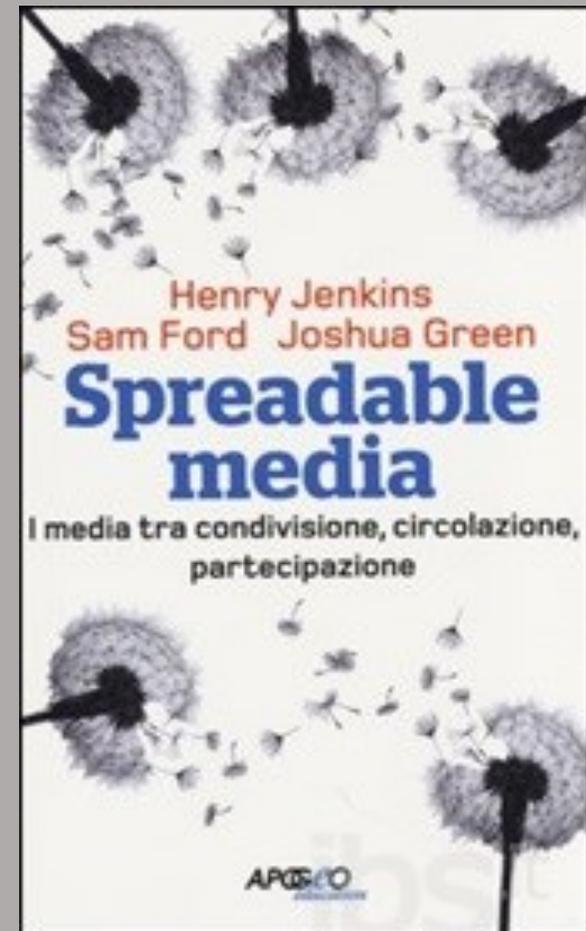
1. **Creatività @ Rigore**
2. **Making @ Sharing**
3. **Ludico @ Partecipativo**



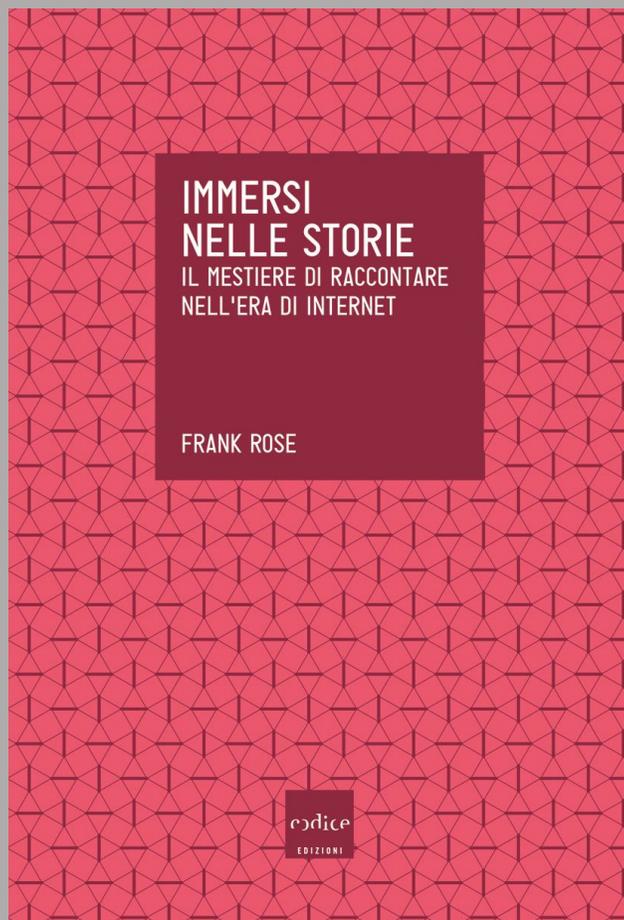
2006 (2007)



2009 (2010)



2013



**IMMERSI
NELLE STORIE**
IL MESTIERE DI RACCONTARE
NELL'ERA DI INTERNET

FRANK ROSE

codice
EDIZIONI

2010 (2013)



Jonathan Gottschall

**L'ISTINTO
DI NARRARE**

COME LE STORIE
CI HANNO RESO UMANI

«Un piacere da leggere,
pieno di grandi osservazioni
e di intuizioni incredibili».

Paul Bloom

Bollati Boringhieri

2012 (2014)



2007 (2013)



2011



2013



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