



Università
Ca'Foscari
Venezia

PROJECT ACRONYM AND TITLE: Cultural Labs of Faith. The Production of Christian PoPular Culture in Italy from the Unification to the Economic Miracle.

FUNDING PROGRAMME: PRIN 2020

HOST DEPARTMENT: Department of Humanities

SCIENTIFIC RESPONSIBLE: Giovanni Vian

FINANCIAL DATA:

Project total costs	Overall funding assigned to UNIVE
€908.474,00	€ 230.812,00

ABSTRACT:

The project intends to study the development of the production of religious “popular” culture from the last phase of the national unification of Italy to the economic “miracle” (1860-1960). The project aim is to investigate the cultural products conceived by several Christian institutions for a wide audience and with the intention of instructing, educating, presenting exemplar models, and guiding social and political behavior. The project also intends to study from the inside the religious laboratories and cultural industries that have shown an effective ability to penetrate all strata of society through the creation of innovative narratives and the use of diversified mass media. These are Catholic religious orders that are committed to the spreading of “good press”; lay associations that are devoted to the education of the youngest; Christian churches that are the expression of religious minorities in the country and promoters of publishing popular activities; institutions linked to ecclesiastical structures that support economic initiatives aimed at popular classes. Over a century, these cultural laboratories expand their presence in the public sphere by exploiting communicative channels and technological innovations: from the affirmation of the periodical press to the serial literature (feuilleton), from the adventure novel to the comic strip, from the diffusion of photography to cinema, from the weekly illustrated magazine to the photo-story, from radio to television. Attention will be paid to the origins and consequences of the growing specialization of products by generational groups, genres and by professional categories, from production for children and young people to that for women and different working people. This research focuses on specific broad historiographical questions from a new perspective:

- a) the working process of cultural religious labs through a multidisciplinary approach that takes into account social, economic and historical- cultural aspects;
- b) the narrative systems that characterize these cultural products and their ability to form behavioral patterns which are able to profoundly (re)shape society and to re-address consciences;
- c) the modes of circulation and reception of this cultural production;
- d) the transnational exchange of organizational models and educational proposals in the products and producers of Christian popular culture in Italy.

PARTNERSHIP:

1	Università Ca' Foscari di Venezia	Venezia (IT)	Coordinator
2	Università degli Studi di ROMA "Tor Vergata"	Roma (IT)	Partner
3	Università degli Studi di TORINO	Torino (IT)	Partner