

Cossi – Curriculum Vitae

Gianugo Maria Cossi was born in Gorizia in 1965. Confirmed researcher, he is stationed at the DILL Department of the University of Udine. He teaches "Sociology of communication and techniques of mass communication" and "Sociology of cultural and communicative processes" at the DAMS course of the University of Udine, Gorizia branch. He dedicated his doctorate (2000-2003) to the study of the electronic arts and, for about five years, he carried out surveys on the contemporary arts public (AC). In particular, he has dealt with processes of cultural Americanization, giving specific prominence to the diffusion of 'Pop Art' and has deepened the topic of the sociology of theoretical art. He participated in the PRIN 2006 project, entitled "The 'Cultural Planning', the public and art: the contribution of sociological research", whose objective concerned the exploration of the preferences of artistic audiences in the Triveneto. During this phase of empirical research, the Team examined the symbolic-interpretative influence that the Western cultural industry (according to data obtained from field research) has exerted on the users of current exhibition-events. Among his publications, "The contribution of the classics to the sociology of art" (Aracne, 2005); "The user of contemporary art", in M. Negrotti (ed.), "Yearbook of the artificial: cultural dimensions of the users" (Peter Lang, 2005); "Visitors to contemporary art exhibitions: psycho-sociological profiles", in R. Strassoldo (cur.) "'Cultural Planning' and the art public. Does supply meet demand?" (Aracne, 2009), "Persuasion: technique or complex art?", in Zeta Filosofia (magazine), vol. no. 0 (2010). More recently, in the volume "Cold television. British science fiction of the early 70s between entertainment and ethnocentrism" (Aracne, 2012) has shifted its interests towards the socio-historical interpretation of non-Mainstream, i.e. niche, media products. In fact, he examined the case history of the UFO television series, broadcast by the British private broadcaster ITV starting from September 1970. The review of the theoretical lines that were used introduced the analysis of the Format, whose examination of the diegetic and socio-conceptual has drawn on the arguments of the most consulted sector treatises. The interpretative focus made use of methods and reflections, typical of the "Sociology of culture and the Sociology of mass communication". The analysis includes the socio-political background, contemporary to the creations for the small screen of this type of British production. Thus, the social and intermedial contributions coming from the fashions of the period (in particular London ones), of considerable interest for the thematic development of European fiction, were highlighted. Substantial contributions in this sense are derived from the hermeneutic, socio-technical paradigms typical of Media and Film studies, sensitive to putting hypotheses of meaning on the work, even if they are not conclusive or univocal (Hutchings, 2011). After joining the WCSA (World Complexity Science Academy) international sociological network in 2015, the author explored the issues of systemic complexity, taken up by Luhmann's fundamental work Social Systems. The outcome of these elaborations was published in the essay "The Problem of Complexity in Luhmann's Work. The Neo-Humanistic Perspective", inserted in the volume that collected the proceedings of the WCSA conference ("Systemic Actions in Complex Scenarios"), held in Amsterdam in 2015.

In more recent years, insights into complexity have led to research relevant to sociological theory only, concerning the systemic interpretation of the functioning of so-called smart cities. This line of study led to the publication (together with the WCSA co-authors; Pitasi, Petroccia and Roblek) of the essay Smart Cities: Who is the Main Observer?, published in Comparative Sociology, in the summer of 2020. The interest in the cybernetic approach to the problems posed by the social systems paradigm (Luhmann, 1990) has been a source of interest for the subsequent developments. The theme was treated in reference to the diversification of studies on globalization in current times, of postmodernity. A first succinct treatment of the topic found space in Is Global Citizenship Possible? The Paths of Hope, in the collective volume Digitization, Economic Development and Social Equality. Turbulent Convergence (publication edited by Mirabelli, Dib and Mihelčič). This latest publication led the author to take an interest in the theme of meaning (for social systems) placed by Luhmann in the scheme of double contingency. According to the German founder, social systems are formed in an autocatalytic way, to reduce the complexity of the environment with which they interact. A catalyst is a substance that influences the activation rate of a chemical reaction without being consumed by it. This is done by increasing or decreasing the activation energy. The self-catalysis of social systems concerns the fact that the social system is able to create its own catalyst. This is done by solving the double contingency problem. The extreme complexity of the topic, and its wide international treatment for specialists in the field, led the author to dedicate the last period of his

research activity to the study of meaning and double contingency. This will result in a monograph on the "horizon of meaning", the publication of which is scheduled for the end of the current year.