



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2019/2020
MASTER'S DEGREE (MSC)	SOCIAL WORK AND POLICIES
SUBJECT	PUBLIC COMMUNICATION
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50624-Discipline sociologiche e di servizio sociale
CODE	19732
SCIENTIFIC SECTOR(S)	SPS/08
HEAD PROFESSOR(S)	FICI ANNA Professore Associato Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	6
INDIVIDUAL STUDY (Hrs)	120
COURSE ACTIVITY (Hrs)	30
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	1
TERM (SEMESTER)	1° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	FICI ANNA Wednesday 10:30 11:30 Ed. 15 stanza 203

DOCENTE: Prof.ssa ANNA FICI

PREREQUISITES	The student must demonstrate a good general knowledge and interest in the phenomena of public communication and digital media
LEARNING OUTCOMES	Knowledge and understanding. During the course the student will acquire knowledge of the main theoretical concepts of the sociology of communication and of the public one in particular, preparatory to the understanding and a conscious and critical reading of contemporary society. Ability to apply knowledge and understanding The student will apply the theoretical knowledge acquired in the first part of the course to the "reading" of cultural processes in contemporary society, comparing, in particular, with the study of those "mediated" educational phenomena that the student, personally, experiment in your experience of daily life. Through the illustration of some case studies the student will be able to enhance his ability to autonomously interpret cultural phenomena. Communication skills During the course the student will master the specific vocabulary, in particular with reference to the field of sociological theories. The acquisition of a specific language, as required by teaching, supported by debates in the classroom on current issues, will strengthen the student's communication skills, also preparing him to carry out - after graduation - research and consultancy activities in the social sciences and communication, in contact with public operators. Learning skills The course tends to develop in the student awareness and learning ability of the problems related to the phenomena of public communication.
ASSESSMENT METHODS	Only one final written test is required. The evaluation will be expressed in thirtieths. The examiner will have to answer at least two / three questions, on all the parts of the program, with reference to the recommended texts. Objective of the test and: 1. to ascertain the knowledge of the history of sociological thought with reference to the issues related to public communication, from its origins to our days; 2. ascertain the acquisition of the metalanguage of the discipline; 3. ascertain the ability to reason sociologically on communication problems. The written test will be structured. There are no. 5 closed questions. The questions tend to ensure that the student has autonomous and critical reasoning skills. Distribution of grades from 18 to 30 and praise
EDUCATIONAL OBJECTIVES	The course aims to offer those basic sociological and communicative knowledge that will be fundamental for the continuation of studies in the Social Service curricula. In particular, students are expected to grasp the way in which the Sociology of Communication, in the context of its history, has built and continues to build its cognitive questions and methods, with reference to the analysis of cultural and communicative changes.
TEACHING METHODS	Lectures with the use of multimedia tools.
SUGGESTED BIBLIOGRAPHY	1- Anna Fici, (2018), Nella giostra della Social Photography, Mondadori, Milano 2- Mancini P., Manuale di comunicazione pubblica, Laterza 2015

SYLLABUS

Hrs	Frontal teaching
3	Identification of the current dimensions of public communication
6	History of the concept of "public opinion" and the birth of "mass culture"
6	The shift from verbal culture to visual culture
6	Culture of new media and public interest
3	Social culture
6	The effect of social photography on Photography