



# UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2020/2021
BACHELOR'S DEGREE (BSC)	MASS MEDIA AND INSTITUTIONAL COMMUNICATION SCIENCES
SUBJECT	THEORY AND TECHNIQUES OF PUBLIC COMMUNICATION
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50087-Metodologie, analisi e tecniche della comunicazione
CODE	07520
SCIENTIFIC SECTOR(S)	SPS/08
HEAD PROFESSOR(S)	RIZZUTO FRANCESCA    Professore Associato    Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	9
INDIVIDUAL STUDY (Hrs)	165
COURSE ACTIVITY (Hrs)	60
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	2
TERM (SEMESTER)	2° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	<b>RIZZUTO FRANCESCA</b> Tuesday    10:00    12:00    edificio 15, piano 6, stanza 605

**DOCENTE:** Prof.ssa FRANCESCA RIZZUTO

<b>PREREQUISITES</b>	Students must know the most important theories of public communication, the different models of journalism and the history of the interaction between politics, media and citizens in Italy.
<b>LEARNING OUTCOMES</b>	<p><b>KNOWLEDGE AND CAPACITY OF UNDERSTANDING</b> Gain knowledge and understanding of the main circuits of institutional communication in Italy: involved social actors, channels and discursive strategies.</p> <p><b>CAPACITY TO APPLY KNOWLEDGE AND UNDERSTANDING</b> The course aims at developing the students' capacity to use peculiarities of the "institutional language", making reference to the transformations of Italian laws.</p> <p><b>INDEPENDENT JUDGEMENT</b> Ability to develop independent judgments on the effective impact of public communication campaigns, focusing on the evolution of the interaction between citizens and institutions in Italy.</p> <p><b>COMMUNICATION SKILLS</b> Through the presentation and discussion in class of case studies the student will gain a specific language required by the course, strengthening the communication skills both on a written text and an oral presentation.</p> <p><b>LEARNING ABILITY</b> The course aims to develop the students' awareness and critical reading ability in order to understand the evolution of the information right in Italy.</p>
<b>ASSESSMENT METHODS</b>	The assessment methods include written examinations aiming at ascertaining the possession of knowledge and understanding of the course topics as well as critical of the student. The judging criteria for the highest grade (30/30) are, in order of importance, correctness (the student must answer pertinently and appropriately) and being precise using the knowledges for concrete cases in an effective way.
<b>EDUCATIONAL OBJECTIVES</b>	The course aims to develop knowledge of the main theoretical approaches of public communication, focusing on the evolution of the interaction between State and citizens in Italy. It will present and analyse the theme of the visibility of power in the media age history, as well as the connection to the birth of modern journalism in the democratic systems and contemporary populisms.
<b>TEACHING METHODS</b>	Lectures using multimedia aids.
<b>SUGGESTED BIBLIOGRAPHY</b>	<p>1. Ducci G., Relazionalita' consapevole. La comunicazione pubblica nella societa' connessa, Franco Angeli, Milano, 2017</p> <p>2. Mazzoleni G. (a cura di), Introduzione alla comunicazione politica, Il Mulino, Bologna, 2021.</p> <p>3. Dal Lago A., Populismo digitale. La crisi, la rete e la nuova destra, Raffaello Cortina editore, 2017.</p>

## SYLLABUS

Hrs	Frontal teaching
3	Definitions of Public Communication
3	From kingdom to citizen: public communication in European democratic systems
3	Journalism and information right: the birth of public opinion
3	From Habermas to global public sphere
3	Visibility of power and modernisation processes: the impact of mass and personal media
3	Models of public communication in Italy
3	Law 150/2000. Functions, structures and professions
3	Interaction between media and politics in Italy
3	Political journalism and institutional information
3	The spokesman
3	Digital media and PA
3	Pop politics in Italy
3	Social media and politics
3	Populist political communication
3	The Internet and democracy
3	URP and Press Office
3	Institutional communication in emergencies
3	Social communication
3	Press release
3	Effective public speaking