UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2021/2022
BACHELOR'S DEGREE (BSC)	MASS MEDIA AND INSTITUTIONAL COMMUNICATION SCIENCES
INTEGRATED COURSE	HISTORY OF PUBLIC OPINION AND SOCIAL AND NON-PROFIT COMMUNICATION PROFESSIONAL WORKSHOP - INTEGRATED COURSE
CODE	20302
MODULES	Yes
NUMBER OF MODULES	2
SCIENTIFIC SECTOR(S)	SPS/02
HEAD PROFESSOR(S)	MARSALA ROSANNA Professore Associato Univ. di PALERMO
OTHER PROFESSOR(S)	MANISCALCO LILIANA Professore a contratto Univ. di PALERMO MARSALA ROSANNA Professore Associato Univ. di PALERMO
CREDITS	9
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	1
TERM (SEMESTER)	1° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	**MANISCALCO LILIANA** Wednesday 19:00 20:00 **MARSALA ROSANNA** Wednesday 11:00 13:00 Edificio15, piano 6, stanza n.610. Thursday 11:00 13:00 Edificio15, piano 6, stanza n.610.

DOCENTE: Prof.ssa ROSANNA MARSALA

PREREQUISITES	Basic knowledge of History
LEARNING OUTCOMES	Learning outcomes The teaching will enable students to develop a critical and in-depth understanding of the main axes of Western political thought and the relationship between public opinion and political power. At the end of the course students will acquire the fundamental knowledge of authors and themes that have contributed to forming the European political tradition, placing them in relation to the different historical phases in which these themes have developed. Knowledge and understanding The study of Western political thought, from its origins at the 19th century, will allow students to develop skills of analysis and critical interpretation with regard to the past and current, national and international political scenarios. Making judgments At the end of the lessons, the students should be able to interpret texts critically, to relate authors to political theories, and finally to compare them with the political and institutional transformations of Western history. Communication skills At the end of the course, students should be able to use political lexicon, to communicate and write clearly brief considerations on the main issues of modern and contemporary politics, through the analysis of the theories of the main scholars who have contributed to shape Western political thought. Learning skills The theoretical and disciplinary commitment should give students a certain methodological mastery and learning skills useful for access to future professions related to the management of political processes.
ASSESSMENT METHODS	The students are evaluated through an oral examination. It tends to ascertain the possession of skills and knowledge course specifications. The stimuli appropriately offered, in relation to the expected learning outcomes, are organised in such a way as to allow the student to process the answer autonomously and reflect on the path of theoretical and methodological study carried out. The outcome of the test will be considered: EXCELLENT (30-30 cum laude) if the student will show excellent knowledge of the arguments, excellent language skills, good analytical skills, and to be able to apply the knowledge to solve the proposed problems; VERY GOOD (26-29) if the student will show good command of the subjects dealt with, full property of language and to be able to apply the knowledge to solve the proposed problems; GOOD (24-25) if the student will show basic knowledge of the main arguments, discreet language properties, limited capacity of apply the knowledge autonomously to the solution of the proposed problems; MORE SUFFICIENT (20-23) if the student proves not to have full mastery of the main topics but has a fair amount of knowledge of the same, satisfactory language properties, poor ability to apply autonomously the knowledge acquired; SUFFICIENT (18-19) where the student will show minimum basic knowledge of the main topics of teaching and technical language, minimum ability to apply the acquired knowledge; INSUFFICIENT if the student does not have an acceptable knowledge of the contents of the topics covered in the teaching.
TEACHING METHODS	Lessons even in PowerPoint and reading of anthological texts. Class tests and seminars.

MODULE
SOCIAL AND NON-PROFIT COMMUNICATION - PROFESSIONAL WORKSHOP

Prof.ssa LILIANA MANISCALCO

SUGGESTED BIBLIOGRAPHY	
AMBIT	10846-Altre conoscenze utili per l'inserimento nel mondo del lavoro
INDIVIDUAL STUDY (Hrs)	45
COURSE ACTIVITY (Hrs)	30
EDUCATIONAL OBJECTIVES OF THE MODULE	

MODULE
HISTORY OF PUBLIC OPINION

Prof.ssa ROSANNA MARSALA

SUGGESTED BIBLIOGRAPHY

M. D'Addio, Storia delle dottrine politiche, vol. unico, Genova, Ecig, 2002, con esclusione delle pagine: 103-109; 147-168; 181-190; 201-214; 241-257; 333-342; 375-397. M. Lenci, Il Leviatano invisibile, L'opinione pubblica nella storia del pensiero politico, Pisa, edizioni ETS, 2012. Lettura e commento del classico: Stuart Mill, Saggio sulla libertà (qualsiasi edizione). Materiale didattico fornito dal docente. A conclusione di ogni lezione saranno date precise indicazioni bibliografiche sugli argomenti trattati.

AMBIT	50090-Discipline giuridiche, storico-politiche e filosofiche
INDIVIDUAL STUDY (Hrs)	110
COURSE ACTIVITY (Hrs)	40

EDUCATIONAL OBJECTIVES OF THE MODULE

The course aims to analyse the main political theories from the classic age to the first half of the 20th century, by reconstructing the long and complex development of Western political thought. The study of the most significant authors and their historical context, as well as the focus on the fundamental political categories (sovereignty, democracy, equality, representation, freedom, federalism) are thought to give students the cultural background necessary to understand the current political reality. Through the analysis of the thought of the major political thinkers we will also trace a historical exursus of the concept of public opinion from the origins to the most modern theories. It is believed that factors such as popular sovereignty, political equality, the rule of the majority, the emergence of a public sphere have favored the genesis and development of public opinion, and that these elements converge in the idea of democracy. Therefore the two concepts of democracy and public opinion are closely linked. For this reason, during the course the most significant passages, taken from the classical texts of those authors who still represent a reference point in the political debate, are read to students. Particular emphasis will be given to the analysis and theories concerning the origin of society and states, forms of government and their degeneration, the ideal state projects, the problem of justice, the law, the Roman conception of law, problem of passive and active resistance, the relationship between religion and politics, the concept of sovereignty, the modern state, the relationship between power, authority and freedom, the relationship between society 'civil and state, the relationship between politics and history, representation, parties, cosmopolitanism, federalism.

SYLLABUS

Hrs	Frontal teaching
4	Presentation of the course and its organization. The Sophists between rhetoric and manipulation. The origins of political thought: Socrates, Plato and Aristotle.
2	The Roman political experience: the right, the power. Polybius and the mixed constitution. Cicero: the conception of politics, the problem of freedom and the crisis of the Republic.Concept of public opinion in ancient times.
2	Christianity and politics. Augustine of Hippo and Thomas Aquinas.
2	The middle Ages. Marsilius of Padua: political community and government.Concept of public opinion in the Middle Ages.
2	The political realism of Machiavelli: effectual truth, the state-power, the moral and political relationship.Relationship between the Prince and the people.
2	Jean Bodin: the concept of sovereignty, forms of state and forms of government, the principle of justice.
2	The leviathan state of Thomas Hobbes.Difference between conscience and opinion. Public opinion as the bearer of anarchy and corruption.
2	The genesis of the modern constitutional state.Liberal Contractualism by John Locke.The law of opinion. Concept of public opinion in the modern age.
4	The Enlightenment political thought. Montesquieu and "The spirit of the laws." Freedom and equality: the democratic state in J J. Rousseau.Public opinion: guardian of traditions and judging court.
2	Federal state and republican democracy. "The Federalist."Burke: the right to autonomy and independence of the American colonies; Crown and Parliament: government, parties, public opinion.
2	Immanuel Kant: the rule of law. Advertising as a mediating principle between politics and morals.
2	Georg W..F Hegel and idealism. Law, morality, ethics. The dialectic of the public sphere.
2	Utopian socialism: Saint-Simon, Owen. Scientific socialism: Marx
2	Alexis de Tocqueville and the problem of democracy: the dialectic of liberty-equality, tyranny of the majority and its corrective, individualism. Public opinion and conformity.
2	Antonio Rosmini: Constitutional state and despotism of society, parties and public opinion
2	Stuart Mill: representative government and democracy, dialectics of opinions and political participation.Dominance of public opinion as the domain of the many and the mediocre.
2	Aristocratic radicalism against public opinion: Matthew Arnold, Ernest Renan, Hippolyte Taine. Public opinion becomes the opinion of the crowds: Gustave Le Bon.

2	Public opinion in the 20th century: Walter Lippman, Elisabeth Noelle Neumann, Jűrgen Habermas