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	PUBLIC POLICIES AND PARTICIPATORY PROCESSES/PUBLIC ADMINISTRATION COMMUNICATION WORKSHOP
CODE	21026
MODULES	Yes
NUMBER OF MODULES	2
SCIENTIFIC SECTOR(S)	SPS/11
HEAD PROFESSOR(S)	MACALUSO MARILENA Professore Associato Univ. di PALERMO
OTHER PROFESSOR(S)	MACALUSO MARILENA Professore Associato Univ. di PALERMO BADAMI GIANFRANCO Professore a contratto Univ. di PALERMO
CREDITS	9
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	1
TERM (SEMESTER)	2° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	**BADAMI GIANFRANCO** Friday 15:30 17:30 Viale delle Scienze - Ed. 15 - piano 1°-Gli studenti dovranno prenotare il ricevimento inviando una mail a gbadami@regione.sicilia.it **MACALUSO MARILENA** Tuesday 11:15 13:15 Solo su prenotazione attraverso il portale Unipa: Stanza 202 ed. 15 oppure Piattaforma Teams (da precisare in via di prenotazione).

DOCENTE: Prof.ssa MARILENA MACALUSO

PREREQUISITES	The following prerequisites are required: a basic knowledge of the government system, the state, regions and local authorities; knowledge and languagecultural skills that are usually acquired during the five years of pre-university education.
LEARNING OUTCOMES	KNOWLEDGE AND CAPACITY OF UNDERSTANDING Students are expected to: - acquire good knowledge of the scheduled topics; - be able to consciously use the learned tools; - know the constituent elements of policy action: actors, interactions, tools, rules and decision styles; - deepen, through the monographic part of the course, the techniques adopted in inclusive decision-making and the main narratives on territorial conflicts. CAPACITY TO APPLY KNOWLEDGE AND UNDERSTANDING Students are expected to: - develop applied knowledge and understanding through reflection and classroom discussion on specific case studies. - acquire the tools for interpreting the processes of allocating material and symbolic resources, - apply specific approaches to decision-making and listening techniques, constructive interaction and management of conflict techniques. INDEPENDENT JUDGEMENT Students are expected to: - acquire knowledge of methodological and cultural, scientific and professional content for political-institutional, organizational and public administration understanding. - Know how to effectively interpret change and organizational innovation in public administrations. - Recognize under which circumstances it may be useful to initiate an inclusive decision-making by the public administration, selecting among the most appropriate approaches. COMMUNICATION SKILLS Students should: - Acquire the communication and relational skills needed to support public institutions in the implementation of complex policies, in order to support also private enterprise and service organizations and those of the third sector in the planning and implementation of initiatives aimed at promoting the development of economic, social and of civic communities. - Know how to implement specific public policies. - Know how to participate in the promotion, management and piloting of inclusive decision making processes. LEARNING ABILITY It is expected that students will acquire analytical-methodological training to manage the cognitive bases of public policies and to understand the syntax and grammar of their cycle. Strengthen the ability to tackle similar and new issues in this field in their future study and work course in order to continuously update knowledge.
ASSESSMENT METHODS	Written test. The written exam consists of 30 multiple choice questions concerning the course topics; it aims to assess the knowledge of the topics of the course and problem solving skills. Votes: The final evaluation is determined by the number of correct answers. Every correct answer is worth one point, up to a maximum of thirty points. The answers wrong do not expect any penalty. The exam is passed, if the student has achieved at least 18 points. The result of the examination will be considered: EXCELLENT (30-30 with distinction) if the student demonstrates excellent knowledge of the subject matter, excellent language skills, good analytical ability, and to be able to apply the knowledge to solve the problems proposed; VERY GOOD (26-29) if the student shows good knowledge of the subject matter of the topics dealt with, have full command of the language and are able to apply the knowledge to solve the proposed problems; GOOD (24-25) if the student shows basic knowledge of the main topics, proper language skills, limited ability to apply the knowledge autonomously to the solution of the proposed problems; MORE THAN SUCCESSFUL (20-23) if the student shows that he/she does not have full mastery of the main topics but possesses a discrete knowledge of them, satisfactory knowledge, satisfactory language skills, little ability to apply the acquired knowledge autonomously; SUFFICIENT (18-19) where the student shows a minimum basic knowledge of the main topics of the course and of the subject of the course and of the 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 course.
TEACHING METHODS	Multimedia lectures, brainstorming, debate, simulation (RPGs), case studies, group work, video analysis, Integrative teaching seminars in collaboration with witnesses, experts and other scholars.

MODULE
PUBLIC ADMINISTRATION COMMUNICATION - WORKSHOP

Prof. GIANFRANCO BADAMI

SUGGESTED BIBLIOGRAPHY

Francesco Di Costanzo, PA social. Viaggio nell'Italia della nuova comunicazione tra lavoro, servizi e innovazione, Franco Angeli

AMBIT	10679-Attività formative affini o integrative
INDIVIDUAL STUDY (Hrs)	45
COURSE ACTIVITY (Hrs)	30

EDUCATIONAL OBJECTIVES OF THE MODULE

The goal of the laboratory will be to build a new communication model in the public administration that has a city-centric vision. A communication that abandons the idea that communication is only information and that information is only fulfillment. From the obligation to fulfill to make public data, documents and information to the citizen's right to know. Learn more and more on smart cities and smart lands for a development of the territory based on technologies, but also centered on a new equal relationship in which the communication takes on a key role for dialogue, collaboration and citizen participation.

SYLLABUS

Hrs	Workshops
30	A revolution is underway in the world of Italian public administration and in the relationship between public bodies and companies and citizens. A revolution brought by the web and social networks and by the radical change that the figure of the public communicator is experiencing. In recent years many things are changing positively; the public administration is gradually abandoning its bureaucratic, slow, distant image, thanks to the footprint that social and chats are leaving (from Facebook to Instagram, from Twitter to YouTube, from Snapchat to WhatsApp to Telegram and Facebook Messenger) through new figures professional, new services and languages, innovation.

MODULE
PUBLIC POLICIES AND PARTICIPATORY PROCESSES

Prof.ssa MARILENA MACALUSO

SUGGESTED BIBLIOGRAPHY

La frequenza e' fortemente consigliata/Attendance is strongly recommended.
Testi obbligatori per frequentanti e non:
(Libri)
- M. Howlett, M. Ramesh, Come studiare le politiche pubbliche, Bologna, Il Mulino, 2003. (HOWLETT, M., RAMESH, M., Studying Public Policy, Oxford, 1995 - Third Edition, Michael Howlett, M Ramesh, and Anthony Perl, Studying Public Policy. Policy Cycles and Policy Subsystems, Oxford, 2009).
- Bobbio L. (a cura di) (2004), A piu' voci. Amministrazioni pubbliche, imprese, associazioni e cittadini nei processi decisionali inclusivi, Edizioni Scientifiche Italiane, Napoli (download gratuito del testo disponibile al link http://www.magellanopa.it/collana-editoriale/i-manuali/anno-2004/a-piu-voci.html)
Materiali su casi studio verranno presentati durante il corso e saranno disponibili (o indicati) nel periodo delle lezioni nella sezione "materiali" dedicata alla materia sulla pagina docente del portale Unipa alla quale si accede iscrivendosi online al corso dal portale Unipa.

AMBIT	10679-Attività formative affini o integrative
INDIVIDUAL STUDY (Hrs)	110
COURSE ACTIVITY (Hrs)	40

EDUCATIONAL OBJECTIVES OF THE MODULE

The course aims to provide knowledge, skills and techniques for the study of Public Administration from a sociological perspective open to interdisciplinary contributions, considering its action within the process of reproduction and transformation of society. In particular, the course outlines the main theoretical approaches to "policy in action" and analyzes processes through which material
and symbolic resources are assigned, reflecting on the elements of policy action (actors, interactions, tools, rules and decision styles (handbook: Howlett, Ramesh 2003). The course allows students of communication sciences to acquire the specialized language of the discipline, today absolutely relevant since many specific expressions (such as "implementation", "public policy",
"policy evaluation", "agenda", "network") have now been acquired in the lexicon of the media, in the political and administrative jargon, and are commonly used in addition to the language of politics, including in other social, economic, sociological and legal sciences (handbook: Howlett, Ramesh 2003). In addition, starting from the focus of the public policy and policy cycle analysis, the course deepens a particularly timely theme in a period of time that, in the face of increasingly complex problems and increasingly scarce resources, public administrations forced to strengthen their capacity to develop and implement public policies, not just to provide services, but to extend their action to other areas (eg by issuing rules, distributing and redistributing resources, triggering
change or blocking it), which in many cases require decision-making processes that involve many actors, relationships between different levels of government or between different departments of the same administration, relationships with citizens and stakeholders (Bobbio 2004). Complex decision making requiring innovative forms of planning, analysis and management. These will include inclusive processes, considered one of the most important innovations introduced in the administrative action, designed for more voices through specific technical support that the course will explore and put into practice through examples, studies of case and exercises (Bobbio 2004). Studying and experimenting with these processes will enable students to acquire specific skills that can be spent both in the field of communication-related professions and in the analysis of public policies and new professions, such as facilitators, linked to management of inclusive decision making processes.

SYLLABUS

Hrs	Frontal teaching
1	Presentation of the course objectives and class contract (formative needs assessment by brainstorming and program sharing). Introduction: What is Sociology of Public Administration? Why Study Public Policy?
2	Understanding Public Policy: Theoretical Approaches
2	The Policy Context. Actors and Institutions - Assessing the Policy Capabilities of States. Policy Instruments
4	Policy process - Agenda setting and policy windows - Policy community» and «policy network» - Public policy decision making. Beyond rationalism, incrementalism and irrationalism
4	Policy Implementation -Policy Design and the Choice of Policy Instrument
2	Policy Evaluation - Policy Analysis and Policy Learning
4	Policy Styles, Policy Paradigms and the Policy Cycle Afterword - Still Studying Public Policy.
2	Territorial Conflicts and implementation problems

4	Inclusive decision making processes: - Under what circumstances? - When? At what stage of the decision-making process -Who? How to Identify Participants. - How? Approaches, methods, techniques
2	Inclusive decision making processes
3	Three families of approaches for inclusive decision making: -listening techniques and approaches - techniques and approaches for constructive interaction - conflict management techniques and approaches
1	Three families of approaches for inclusive decision making: -listening techniques and approaches - techniques and approaches for constructive interaction - conflict management techniques and approaches
2	Future prospects of the discipline and participative Course Assessment (final class contract)
4	"Policy Cycle" and practical applications in the study of public policies: classroom exercise moving from a case study
3	Analysis of case studies of policy making