



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2022/2023
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
CREDITS	9
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	1
TERM (SEMESTER)	2° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	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	Basic knowledge of citizenship and communication
LEARNING OUTCOMES	<p>Knowledge and comprehension skills</p> <p>Acquisition of knowledge about theoretical contributions and the main empirical research carried out within the discipline. Ability to understand socio-political and communicative phenomena through knowledge of investigative strategies and specialised language. Practical and technical skills on communication in public administration</p> <p>Ability to apply knowledge and understanding</p> <p>Ability to independently plan theoretical investigations, research designs and specific communication projects in the field of public administration, applying acquired knowledge to the reading of social reality.</p> <p>Autonomy of judgement</p> <p>Being able to assess the implications and results of studies on public policy analysis. To be able to select appropriate techniques in the context of specific investigations in line with one's objectives.</p> <p>Communication skills</p> <p>Ability to use specialist language and to adequately present theoretical approaches and research results. Ability to present simulated survey results in an appropriate manner to the target audience.</p> <p>Learning skills</p> <p>Ability to update oneself by consulting scientific publications in the field and to follow up on acquired knowledge.</p>
ASSESSMENT METHODS	<p>Written examination</p> <p>The written examination consists of thirty questions concerning the course topics; it aims to assess knowledge of the course topics and the ability to problem solve. An additional question will be used for the possible award of honours.</p> <p>Grades:</p> <p>The final grade is determined by the number of correct answers. Each correct answer is worth one point, up to a maximum of thirty points. The answers wrong answers are not penalised. The examination is deemed passed if the student has scored at least 18 points. Therefore, the result of the test will be</p> <p>considered: EXCELLENT (30-30 cum laude) if the student shows excellent knowledge of the topics, good analytical skills, and be able to apply the knowledge to solve the proposed problems; VERY GOOD (26-29) if the student shows good command of the topics covered and to be able to</p> <p>be able to apply the knowledge to solve the proposed problems;</p> <p>GOOD (24-25) if the student shows basic knowledge of the main topics, limited ability to</p> <p>main topics, limited ability to independently apply the knowledge to the knowledge to solve the proposed problems; MORE THAN SUFFICIENT (20-23) if the student will show that he/she does not have full command of the main topics but possesses a fair knowledge of the</p> <p>main topics but possesses a fair knowledge of them, little ability to apply the acquired knowledge autonomously; SUCCESSFUL (18-19) if the student will show minimal basic knowledge of the main topics</p> <p>of teaching and technical language, minimum ability to apply the acquired knowledge</p> <p>acquired knowledge; INSUFFICIENT if the student does not possess an acceptable knowledge of the content of the topics covered in the teaching.</p>
TEACHING METHODS	Multimedia lectures, seminars and workshops

MODULE
PUBLIC ADMINISTRATION COMMUNICATION - WORKSHOP

- Lettere M-Z, - Lettere M-Z

SUGGESTED BIBLIOGRAPHY

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

Eventuali cambiamenti dei testi saranno comunicati all'inizio del laboratorio

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 <https://www.regione.toscana.it/documents/10180/23652/A%20piu'%20voci/53a3ff07-2294-4b27-9d9c-f6a91e3f2bfc>)

Per il laboratorio A-L : - Studiare LEVI N. (a cura di) (2004), Il piano di comunicazione nelle amministrazioni pubbliche, testo in open access. - Leggere ANALISI E STRUMENTI PER L'INNOVAZIONEFORUM PA (2022), Rapporto ICity Rank 2021 di FPA, disponibile gratuitamente al link: https://profilo.forumpa.it/doc/?file=2021/RAPPORTO_ICR_2021.pdf&_ga=2.18041402.284574378.1655112315-1696456179.1651766260

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. Eventuali modifiche dei testi verranno comunicate a inizio corso.

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. The workshop focuses on the digital transformations that have changed public communication and relations between citizens and administration over the years. The workshop aims to study real cases and put intervention strategies into practice.

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
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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
Hrs	Workshops
6	Digital cities: the Italian ranking and the case of the South.
6	The Communication Plan
6	Communication and inclusive processes
6	Implementing a communication plan
6	Implementing inclusive decision-making techniques

MODULE PUBLIC ADMINISTRATION COMMUNICATION - WORKSHOP

Prof.ssa MARILENA MACALUSO - Lettere A-L, - Lettere A-L

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