

General Information	
Academic subject	Political Communication, Political Journalism and Political Marketing
Degree course	Corso di Laurea in Scienze della comunicazione pubblica, sociale e d'impresa
Curriculum	
ECTS credits	9
Compulsory attendance	
Language	Italiano

Subject teacher	Name Surname	Mail address	SSD
	FRANCESCO GIORGINO	francesco.giorgino1@uniba.it	SPS/08

ECTS credits details			
Basic teaching activities		SPS/08	9

Class schedule	
Period	I semester Academic Year 2018-2019
Year	I year
Type of class	

Time management	
Hours measured	1h= 60 min
In-class study hours	60
Out-of-class study hours	165

Academic calendar	
Class begins	19/10/2018
Class ends	31/01/2019

Syllabus	
Prerequisite requirements	
Expected learning outcomes	<p>Knowledge and understanding of the mass communication, political communication, journalism and marketing.</p> <p>Applying knowledge and understanding of previous topics, from <i>know</i> to <i>know-how</i>.</p> <p>Making informed judgements and choices concerning content analysis and reception analysis.</p> <p>Capacities to continue learning to find the right balance between theoretical and practical skills.</p>
Contents	<p>The new communication ecosystem</p> <p>Postmodern Society</p> <p>Sociology of Communication</p> <p>Mass Communication Process</p> <p>Political Communication</p> <p>Content Marketing</p> <p>Brand Storytelling</p> <p>Newsmaking</p>
Course program	
Bibliography	I. Giornalismi e società. Informazione, politica, economia e

	<p>cultura di Francesco Giorgino, Mondadori Università, 2017.</p> <p>2. BranTelling di Francesco Giorgino e Marco Francesco Mazzù, EGEA - Refence, 2018.</p> <p>3. La sanità medi@ata. Salute, società e comunicazione nell'era delle fake news di Francesco Giorgino e Michaela Liuccio, Mondadori Università, NOVEMBRE 2018.</p> <p>4. AltoVolume. La politica come marketing di Francesco Giorgino, Luiss Press, GENNAIO 2019.</p>
Notes	
Teaching methods	Slide presentation, class discussion, seminars, group works, projects and case studies, practical exercises.
Assessment methods	Oral exam
Further information	