Public, Social and Corporate Communication (LM-59)

General information	
Academic subject	Social Demography and Population Policies
Degree course	Public, Social and Corporate Communication (LM-59)
Academic Year	2022-2023
European Credit Transfer and Accumulation System (ECTS)	6
Language	Italian
Academic calendar (starting and ending date)	October 2022-January 2023
Attendance	

Professor/ Lecturer	
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Department and address	Department of Political Sciences
Virtual headquarters	Teams
Tutoring (time and day)	Thursday 8,30-10,30

Syllabus	
Learning Objectives	At the end of the course, the student will be able to understand and analyse demographic and social problems of contemporary societies, and to depict le links between demographic and social variables and trends in different countries.
Course prerequisites	NON
Contents	.Social and demographic trends: measures, empirical evidence, and description of demographic phenomena: population growth; population ageing, measures, causes and consequences mortality; nuptiality; fertility; migration. 2.Demographic transition and global trend of populations 3. Recent trends of the Italian population in the European context
Books and bibliography	A) G.C. BLANGIARDO, Elementi di Demografia, Il Mulino, 2006: Capitoli 1, 2, 3 B) One between the following: - ASSOCIAZIONE ITALIANA PER GLI STUDI DI POPOLAZIONE (2021): Rapporto sulla Popolazione. L'Italia e le sfide della demografia. Il Mulino, Bologna (Cap. 1, 2, 3,4 e un capitolo a scelta tra 5, 6,7 e 8). - Mencarini L. & Vignoli D. (2018). *Genitori Cercasi. L'Italia nella trappola demografica.* Milano: Egea.
Additional materials	

Work schedule				
Total	Lectures		Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
Hours				
110	30		10	70

ECTS				
Teaching strategy		Face-to-face lectures and debates on some articles by students		
Expected learning outcomes				
Knowledge and understanding on:		As part of the expected learning outcomes, students will acquire knowledge and understanding about both the theory and practice of statistical and demographic methodologies. In particular, the course aims to train students to develop the skills necessary for the collection of quantitative and qualitative information, for data processing, for the selection and application of statistical and demographic methods, and for the representation and interpretation of collective phenomena in different contexts, including socio-demographic and economic ones. In addition, students will acquire skills regarding both the comparative analysis of variables appertaining to the same or different statistical populations, and the analysis of the characteristics of populations and demographic processes. he educational objectives of this course will be pursued through lectures and exercises carried out during lessons, as well as through seminars on topics of specific interest.		
Applying knowledge and understanding on:		Students will be able to apply the knowledge and understanding acquired during teaching activities through the simulation of concrete situations and case studies. This will allow students to develop skills regarding the measurement, observation and processing of statistical and demographic data, and the application of useful concepts and methods to design and carry statistical surveys capable of producing information on social phenomena and social behaviours. These objectives will be pursued by accompanying lectures and exercises with reports and oral presentations carried out individually and/or in groups during lessons.		
Soft skills		Considering that topics taught follow a subsequent structure, during lessons and exercises, students will be repeatedly urged to verify their knowledge, and called to fill cognitive gaps and expand the skills already acquired. This will allow students to improve their learning skills, through individual and/or group activities, and their method of study by using a theoretical-practical learning approach, that is, the process of learning by doing. The learning capacity will be evaluated through several forms of continuous evaluation during the course, also carrying out some data elaborations and research-related analysis.		

Assessment and feedback	
Methods of assessment	Written test and oral interview
Evaluation criteria	Problem-solving skills: i.e. applying what has been learnt to a real situation, identifying the areas of knowledge that allow it to be tackled most effectively. Attending students will apply statistical methodologies to the study of social phenomena and provide a critical interpretation of the results obtained through statistical survey. Analysing and synthesising information: i.e. acquiring, organising and reformulating data and knowledge from different sources. Exercises based on official statistics will be carried out, which will help to develop the ability to analyse and compare statistical data. Making independent judgments: i.e. interpreting information critically and making decisions accordingly. Students will have to indicate how to choose between alternative statistical methods for the collection, representation, processing and synthesis of statistical data. Efficient communication: i.e. conveying information and ideas in both oral and written form in a clear and formally correct manner, expressing them in terms appropriate to the interlocutors, specialists or non-specialists in the field. Students expound on statistical methods used in the collection, processing and interpretation of data concerning social phenomena and indicate measures of growth and structural characteristics of populations. Continuous learning: i.e. knowing how to recognise one's own shortcomings and how to identify effective strategies for acquiring new knowledge and skills. During the course of the exercises, students will be asked to point out the statistical tools (indices, ratios, graphs, tables) that enable them to critically analyse the data. Working in a team: i.e. coordinating with other people, even those with different cultures and professional specialisations, integrating skills. Attending students will be asked to form working groups during the exercises. Being enterprising: i.e. being able to develop innovative ideas, to plan and organise their implementation, to manage the necessary means and to be willing to take risks in order to do so. Students are expected to identify appropriate statistical techniques for data processing and synthesis. Ability to organise and plan: i.e. to realise ideas and projects taking into account time and other available resources. Attending students are expected to carry out exercises and case application activities within the time allocated for the course.
Criteria for assessment and attribution of the final mark	Evaluation is by means of an oral final examination with a grade expressed in thirtieths (from 18/30 to 30/30). In order to qualify for a high mark in the examination, it is necessary to have developed a critical autonomy of judgement and an adequate capacity for arguments and exposition.
Additional information	