

## Public, Social, Business Communication

General information	
Academic subject	Sociology of Institutional and Business Communication
Degree course	Public, Social, Business Communication
Academic Year	2022-23
European Credit Transfer and Accumulation System (ECTS)	9
Language	Italian
Academic calendar (starting and ending date)	II semester
Attendance	Not mandatory

Professor/ Lecturer	
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Telephone	
Department and address	Studio 205 – Palazzo Chiaia-Napolitano, via Crisanzio 42.
Virtual headquarters	Stanza Teams (codice <b>rx1q1yb</b> )
Tutoring (time and day)	Tuesday 11-13

Syllabus	
<b>Learning Objectives</b>	
<b>Course prerequisites</b>	<i>Knowledge and understanding of sociological theories about culture and communication.</i>
<b>Contents</b>	<p>The course will be divided into three parts:</p> <ul style="list-style-type: none"> <li>- Analysis of the communication contexts of Institutions. The concept of publicity, internal and external public communication, the figure of the public communicator, social communication and public service.</li> <li>- Political communication: models, flows, mediatization, languages.</li> <li>- Corporate communication: advertising, the intersection between cultural discourse and commercial proposal.</li> </ul>
<b>Books and bibliography</b>	<p>Paolo Mancini, <i>Manuale di Comunicazione Pubblica</i>, Laterza, Roma – Bari, 2018</p> <p>Gianpietro Mazzoleni, <i>La comunicazione politica</i>, il Mulino, Bologna, 2012 (capitoli 2-5)</p> <p>Vanni Codeluppi, <i>Che cos'è la pubblicità</i>, Carocci, 2019</p>
<b>Additional materials</b>	

Work schedule	

Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
<b>Hours</b>			
225	60		165
<b>ECTS</b>			
9			
<b>Teaching strategy</b>	<p>The frontal lesson is complemented by the constant use of audiovisual aids.</p> <p>The course includes seminars during which students will be able to present short research papers drawn up from diversified sources: academic texts, newspapers, popular publications, specialized magazines.</p> <p>The seminars will be followed by a debate in which the information will be subjected to in-depth analysis and criticism.</p> <p>Discussions with experts and specialists in the sector will be encouraged. In the preparation of the reports, the creation of working groups will be stimulated.</p>		
<b>Expected learning outcomes</b>			
<b>Knowledge and understanding on:</b>	<ul style="list-style-type: none"> <li>○ The student must have acquired specialized theoretical knowledge and will have to develop understanding of the themes of institutional communication appropriate to the complexity of the current scenario.</li> </ul>		
<b>Applying knowledge and understanding on:</b>	<ul style="list-style-type: none"> <li>○ The student will acquire specialized vocabulary and debate skills</li> </ul>		
<b>Soft skills</b>	<ul style="list-style-type: none"> <li>• <i>Making informed judgments and choice</i></li> </ul> <p>Advanced level of critical thinking and reflexivity gained through the application of the analytical tools of sociology in the exploration, observation and analysis of communication phenomena and processes in public, institutional and corporate contexts.</p> <ul style="list-style-type: none"> <li>• Communication skills</li> </ul> <p>Good level of communication skills to be developed during the activities, also during the lectures and group exercises.</p> <ul style="list-style-type: none"> <li>• Ability to learn independently</li> </ul> <p>Good level of study skills, self-learning, use of the web to search for information and in-depth content, cooperative group learning.</p> <ul style="list-style-type: none"> <li>○</li> </ul>		

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<b>Assessment and feedback</b>	
Methods of assessment	Oral examination
Evaluation criteria	<ul style="list-style-type: none"> <li>- Knowledge and understanding: Mastery of the theoretical framework, ability to contextualize concepts.</li> <li>- Applied knowledge and understanding: Attention, active participation not only in the verification phase.</li> <li>- Autonomy of judgment: Ability to develop critical thinking on the dynamics analyzed.</li> <li>- Communication skills: language properties, safety in exposure, punctuality in the use of terminology.</li> <li>- Ability to learn: Ability in comparing and extending the concepts learned in the institutional path.</li> </ul>
Criteria for assessment and attribution of the final mark	
<b>Additional information</b>	