

# Public, Social and Corporate Communication

General information	
Academic subject	Communication, journalism and political marketing
Degree course	Public, social and corporate communication
Academic Year	2022/2023
European Credit Transfer and Accumulation System (ECTS)	9
Language	Italian
Academic calendar (starting and ending date)	First semester (October 2022 – January 2023)
Attendance	Not mandatory

Professor/ Lecturer	
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Department and address	
Virtual headquarters	
Tutoring (time and day)	

Syllabus	
<b>Learning Objectives</b>	The course aims to provide the necessary tools for understanding the transformations of contemporary political communication, with particular attention to the changes triggered in the era of so-called fast politics. In this direction, during the course, specific attention will be paid to the transformations of the role, functions and values of the journalistic profession, and the rise of new professionals in political consultancy and in storytelling, political marketing and lobbying practices, intended as tools of construction and management of consent.
<b>Course prerequisites</b>	Basic knowledge of the fundamental notions of sociology, sociology of communication and history of political thought.
<b>Contents</b>	<p>The course will be organised as follows.</p> <p><u>First part. The field of political communication:</u></p> <ul style="list-style-type: none"> <li>• Actors, processes and transformations of contemporary political communication</li> <li>• The media ecosystem and digital platforms</li> <li>• New forms of political communication on the web</li> <li>• Pop culture, social media and the 'memefication' of politics</li> <li>• Citizenship, political participation, social movements and the media</li> <li>• Internet and democracy.</li> </ul> <p><u>Second part. The field of journalism:</u></p> <ul style="list-style-type: none"> <li>• Models of journalism in Western Democracies</li> <li>• Processes and logics of gathering, building and distributing news</li> <li>• The "data turn" of journalism</li> <li>• Changes in the perception, role, values and ideologies of the journalistic</li> </ul>

	<p>profession</p> <ul style="list-style-type: none"> <li>News sources, truth and post-truth.</li> </ul> <p><u>Third part. Branding, storytelling and political marketing:</u></p> <ul style="list-style-type: none"> <li>From the mass political party to the branded politics</li> <li>Populist political communication</li> <li>Identity and positioning: building a political brand</li> <li>Spin doctors, consultants and new political professionals: from electoral campaigns to permanent campaigns</li> <li>Political marketing tools for building and managing consensus</li> <li>Lobbying, political consultancy and corporate diplomacy.</li> </ul>
<b>Books and bibliography</b>	<p>Mazzoleni, G. (2021) (a cura di) <i>Introduzione alla comunicazione politica</i>, Il Mulino, Bologna (chapters: 1, 2, from 4 to 15).</p> <p>Hallin, D. C., Mancini, P. (2004) <i>Modelli di giornalismo. Mass media e politica nelle democrazie occidentali</i>, Laterza, Roma (chapters 5 and 8).</p> <p>Splendore, S. (2017) <i>Giornalismo ibrido. Come cambia la cultura giornalistica italiana</i>, Carocci, Roma.</p> <p>Cacciotto, M (2019) <i>Il nuovo marketing politico</i>, Il Mulino, Bologna.</p>
<b>Additional materials</b>	<p>Non-attending students are required to study all the texts indicated in the program. Attending students can agree with the lecturer on a personalized bibliography based on their interests and the main topics addressed during the seminars. Further information will be provided during the course.</p>

<b>Work schedule</b>			
<b>Hours</b>			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hour / self-study hours
60	60		165
<b>ECTS</b>			
9			
<b>Teaching strategy</b>			
<p>Slides and audio-visual materials will be used to support teaching and learning. The course includes group work, seminars and case discussions. Students will be encouraged to present (individually or in groups) short research and presentations based on case studies, academic texts, journals, and other publications. Interviews with industry experts and specialists will be encouraged.</p>			
<b>Expected learning outcomes</b>			
<b>Knowledge and understanding on:</b>		Through the study of the texts indicated in the program and discussed in the classroom, the students will acquire knowledge and full understanding of the forms, processes and transformations of political communication, journalism and political marketing.	
<b>Applying knowledge and understanding on:</b>		Through group work, seminars and debates, the students will apply the theoretical tools learned during the course. They will be able to analyze the relationships between the main actors of political communication (political institutions, media, citizens, and new professionals in political marketing) and the dynamics that characterize it.	
<b>Soft skills</b>		<ul style="list-style-type: none"> <li><i>Making informed judgments and choices</i></li> </ul> <p>Thanks to discussions and debates, the students will acquire full mastery of the tools for critical reflection on the transformations of political communication in the age of so-called fast politics and its impact on political participation.</p>	

	<ul style="list-style-type: none"> <li>• <i>Communicating knowledge and understanding</i> Students will be required to interact through questions, discussions and debates. They will be also required to present short research and case studies based on the proposed texts and materials. Thanks to these activities, they will acquire or improve their communication skills.</li> <li>• <i>Capacities to continue learning</i> Through interaction with the Professor and their Colleagues, students will be encouraged to adopt a critical learning method, capable of connecting theory, concepts and empirical cases, favouring the formation of autonomous thinking. Particularly encouraged, to this end, will be the autonomous exploration and study paths proposed by the students.</li> </ul>
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<b>Assessment and feedback</b>	
Methods of assessment	The assessment will be based on an oral interview about the themes developed during the course. Regarding the attending students, the activities carried during the course (presentations, research, case studies...) will integrate the assessment.
Evaluation criteria	<ul style="list-style-type: none"> <li>• <i>Knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ Mastery of theoretical and conceptual tools</li> </ul> </li> <li>• <i>Applying knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ Ability to establish connections between theory, concepts and empirical cases</li> </ul> </li> <li>• <i>Autonomy of judgment</i> <ul style="list-style-type: none"> <li>○ Ability to elaborate critical reflections on the phenomena and processes analyzed</li> </ul> </li> <li>• <i>Communication skills</i> <ul style="list-style-type: none"> <li>○ <i>Property and precision of language, argumentative skills</i></li> </ul> </li> <li>• <i>Capacities to continue learning</i> <ul style="list-style-type: none"> <li>○ <i>Ability to compare / connect / extend theories and concepts</i></li> </ul> </li> </ul>
Criteria for assessment and attribution of the final mark	The final grade is expressed out of thirty. The exam is passed when the grade is equal or higher than 18. Full marks are given to students who demonstrate: a complete knowledge of the topics covered during the course; a strong ability to connect theories, concepts and themes; excellent expository and argumentative skills; a high degree of independence of judgment.
<b>Additional information</b>	