

COURSE OF STUDY Master's degree course in Public, Social and Business Communication Sciences

ACADEMIC YEAR 2023-2024

ACADEMIC SUBJECT Criminology, media and society

| General information | |
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| Year of the course | First |
| Academic calendar (starting and ending date) | Second semester |
| Credits (CFU/ETCS): | 6 CFU |
| SSD | Sociology of Law, deviance, and social change (SPS/12) |
| Language | Italian |
| Mode of attendance | Highly recommended |

| Professor/ Lecturer | |
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| Department and address | Department of Education Sciences, Psychology, Communication Room 210 2° floor Palazzo Chiaia-Napolitano Via Crisanzio n.42 Bari |
| Virtual room | Team code for mentoring activities: rm6tpi8 |
| Office Hours (and modalities: e.g., by appointment, on line, etc.) | Saturday room 210 9:30 a.m. - 12:30 p.m. |

| Work schedule | | | |
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| Hours | | | |
| Total | Lectures | Hands-on (laboratory, workshops, working groups, seminars, field trips) | Out-of-class study hours/ Self-study hours |
| 150 | 32 | 28 | 90 |
| CFU/ETCS | | | |
| 6 | 4 | 2 | |

| Learning Objectives |
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| <p>Advanced theoretical, conceptual, and methodological knowledge of sociological, economic, linguistic, political, demographic, statistical, literary, and semiotic disciplines;</p> <ul style="list-style-type: none"> - Specialized and interdisciplinary knowledge for the construction of specific skills in the design of content and communication systems, in the management of communication processes as well as in the enhancement of the human resources involved in these processes; - Specific professional skills to operate autonomously in the field of public, social, and institutional communication, in public and private enterprises, in companies belonging to the territorial production districts and in various (profit and non-profit) public and private institutions. <p>The main educational objectives are aimed at providing students with in-depth knowledge relating to:</p> <ul style="list-style-type: none"> - communicative, semiotic, linguistic, political, economic-legal, historical, and information; - the field of language sciences, social sciences, political sciences, statistics and |

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| | <p>demographics, as well as advanced qualitative and quantitative methodologies for basic and applied research in communication;</p> <ul style="list-style-type: none"> - various fields of communication and information, with reference also to the analysis of the media used in business communication, public and non-profit bodies; - the written and oral communication skills of the English language, regarding the disciplinary terminology of the master's degree course; - the use of verbal language, in its various articulations, necessary to guarantee the effectiveness of communication systems in different application contexts (e.g. the management of internal and external communication flows of public and private companies, entities and in the public administration); - linguistic communication tools and their application also in the IT and telematic fields; - organizational culture and the dynamics of human resource management in public and private organizations; - the creation of communication products and promotional campaigns of public bodies, businesses, and non-profit organizations; - the techniques and methodologies of socio-demographic and polling research; - the organizational and managerial skills to carry out highly responsible functions in profit and non-profit organizations; - the fulfillment of highly responsible functions in the management of internal and external communication flows of companies, public bodies and companies, and third-sector organizations; - knowledge, also acquired through workshops by professionals and internships in organizations and companies, aimed at developing the ability to design content, including multimedia and hypertext. - knowledge of the rules that regulate public and corporate communication and determine their control and ethics. <p>The course is particularly aimed at training the corresponding professional figures in the declination of the aforementioned objectives about the themes of crime, deviance, and victimization in the context of public, social, and business communication in relation to the media and society.</p> |
| Course prerequisites | No prior knowledge required |
| Teaching strategies | Teaching in the classroom for the acquisition of theoretical and methodological knowledge of criminology, media theories and empirical data on the representation of crime; for the practical application part exercises, seminars, on the representation of crime in social, public and political communication, with the performance of exercises, group work. |
| Expected learning outcomes in terms of | Mastery of the design, organisation and professional execution in the field of social, public and political communication of crime-related content |
| Knowledge and understanding on: | the criminological field, including the theoretical systems and to the research and application methods, with particular reference to the sociological paradigm, declined towards the effects of the media, the relationship between media and crime, the influence of the media on criminal policies, the prevention and representation of crime in public, social and corporate communication. These results will be pursued using lectures, in-depth seminars, and participation in the study and research initiatives of the belonging Department (conferences, study seminars, student services, etc.). These results will be pursued using lectures, in-depth seminars, and participation in study and research initiatives of the Department (conferences, study seminars, student services, etc.). |
| Applying knowledge and understanding on: | the creation of communication products and promotional campaigns of public bodies, companies, and non-profit organizations, aimed at the prevention of crime and individual and organizational deviance on the one hand, and on the |

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| | <p>other hand free from potentially discriminatory, victimizing, or criminogenic contents. The achievement of these objectives will be pursued through lectures, class discussions of technical-scientific problems related to paradigmatic cases, and practical exercises.</p> |
| Soft skills | <ul style="list-style-type: none"> • <i>Making informed judgments and choices</i> Through the teaching course, the student will have to develop the ability to use and apply critically and autonomously the strategies, techniques, and tools of the design and implementation of integrated communication plans as well as the management of communication for the preventive purposes of dysfunctional, deviant behaviors and criminals in companies and potentially discriminatory, victimizing or criminogenic content, in institutions and administrations, public bodies, non-profit organizations and professional agencies that produce news, advertising and communication products (events, campaigns, press and public services relations) The methods and teaching tools for achieving the objectives will be as follows: frontal lecture, in-depth seminar activities. • <i>Communicating knowledge and understanding</i> At the end of the course the student will have to demonstrate the possession of adequate communicative-relational and social skills useful for the organization and management of groups, team working and inter-institutional connection work, in the context of communication management for corporate management, the enhancement of human resources, the organization and management of structures for relations with the public, the design and implementation of integrated communication plans, regarding public, non-profit and business entities, to prevent crime or by ensuring non-victimizing, non-discriminatory or potentially criminogenic communication content or methods of execution. The objectives will be achieved through frontal lessons, promotion of group discussion of practical cases, and socio-educational intervention technical problems in the disciplinary field. • <i>Capacities to continue learning</i> At the end of the course the student will master the learning skills necessary for their professional development and undertake further studies with a high degree of autonomy especially about the necessary interdisciplinary and multidisciplinary integration required by the public, social and business communication with reference to crime and deviance. The methods and teaching tools for achieving the indicated objectives will be as follows: frontal lesson, study of additional materials, and research on problematic and controversial topics. |
| Syllabus | |
| Content knowledge | <p>General part: essential constructs of the sociology of deviance and their definitions - quantitative and qualitative dimensions of the various phenomena, from the construction and meaning of official statistics to the different methods of social research - the main explanations and interpretations of the causes of crime and deviance that have occurred over time and are present in the contemporary debate; the policies of prevention, control, repression and treatment developed in different historical periods, up to those implemented in contemporary societies - processes and contents of deviant and criminal socialization: the theories of social learning - the theories of differential association, identification, and anticipation - corporate and white-collar crime; neutralization techniques - the theories of labeling and the construction of social problems - Primary deviance and secondary deviance in Edwin M. Lemert's elaboration - The discredited and discreditable - Information control and personal identity; shame and crime - seductions of crime - social problems as social constructions - moral panic as a type of social problem and in contemporary society - the social construction of the victim and the</p> |

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| | interactionist approach to victimology. Special part: Fear, insecurity and community management - mass communication, cultural production and new forms of social interaction - the purposeful use of the mass media in terms of insecurity, social disorder and political re-legitimization of institutions, communication research: studies on perceptual modalities and the construction of virtual realities in the age of mass media; public opinion, fear of crime and the genesis of social alarm: studies on the media representation of crime and criminal justice - media, power and social control. |
| Texts and readings | General part: F. Prina <i>Devianza e criminalità. Concetti, metodi di ricerca, cause, politiche</i> Carocci, 2019; C. Rinaldi, P. Saitta (Ed.), <i>Devianze e crimine. Antologia ragionata di teorie classiche e contemporanee</i> , PM edizioni, 2017, following list of chapters: Parte III. Teorie dell'apprendimento sociale; intera Parte IV. Teorie della reazione sociale, teorie fenomenologiche e costruzione dei problemi sociali. Special part: -Bianchetti R., <i>La paura del crimine, un'indagine criminologica in tema di mass media e politica criminale ai tempi dell'insicurezza</i> , Giuffrè, Milano 2018, following list of chapters: Introduzione, capp. I, II, III, IV e V; N. Chomsky, <i>Media e potere</i> , Bepress, 2014 |
| Notes, additional materials | |
| Repository | Any additional teaching or practical material will be made available in the teacher teams platform channel repository |

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| Assessment | |
| Assessment methods | The assessment of learning will be carried out through an oral and interview-type test on the contents of the course. |
| Assessment criteria | <ul style="list-style-type: none"> • Knowledge and understanding Sufficient and adequate ability to organize discursively learned knowledge about the theoretical systems and to the research and application methods, as well as to the essential aspects of the psychological and sociological disciplines that are interdisciplinary involved in the understanding of deviant action in relation to the media, public opinion and society. • Applying knowledge and understanding ability to apply learned knowledge to the resolution of technical-scientific problems in the planning of public and social campaigns, information, and advertising concerning the problems of deviance and victimization. • Autonomy of judgment Adequate ability to think and discuss critically on the topic carried out, and to highlight problematic or controversial profiles in the practical application of theoretical frames. • Communication skills sufficient quality, effectiveness, overall linearity of the presentation of information, ideas, problems, and solutions; sufficient competence in the use of the specialist vocabulary. • Capacities to continue learning ability to autonomously identify at least a minimum of possible lines of development of thematic study or research in the disciplinary and professional field. |
| Final exam and grading criteria | The final grade is awarded in thirtieths. The examination is deemed passed when the mark is greater than or equal to 18. To achieve a high mark, the student must have developed autonomy of judgement and adequate argumentation and exposition skills according to the criteria set out below. |
| Further information | |

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