



SCHEDA DI INSEGNAMENTO IN LINGUA INGLESE

COURSE OF STUDY Communication Science

ACADEMIC YEAR 2023/2024

ACADEMIC SUBJECT political communication Laboratory

General information	
Year of the course	3 anno
Academic calendar (starting and ending date)	October 2023-January 2024
Credits (CFU/ETCS):	3 CFU
SSD	Political communication Laboratory
Language	Italian
Mode of attendance	Obligatory

Professor/ Lecturer	
Name and Surname	Elena Mazzei
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Telephone	
Department and address	
Virtual room	Teams code 83z635l
Office Hours (and modalities: e.g., by appointment, on line, etc.)	Everyday Monday-Friday- by appointment via email

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
20	14	6	
CFU/ETCS			
3	3		

Learning Objectives	The training activity aims to promote understanding of the mechanisms that structure political communication
Course prerequisites	The exams in Sociology of cultural and communicative processes, Psychology of Social Communications - first year - and Philosophy and theory of languages - second year - are introductory to the laboratory's topics. No preparatory qualifications are required, as per the Course Regulations. The prerequisites cannot differ for attending and non-attending students.

Teaching strategie	Frontal teaching as the main teaching method. In order to apply the knowledge of political communication, including legislative ones, case studies
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	of electoral campaigns will be analysed; watched films on political communication/propaganda/manipulation
Expected learning outcomes in terms of	
Knowledge and understanding on:	<p>Knowledge of the dynamics underlying political communication and information also on social media;</p> <ul style="list-style-type: none"> o Understanding the differences between manipulation/propaganda/political communication o evaluation of the political and technological aspects of political communication on traditional and new media; o evaluation of technological effects on electoral campaigns;
Applying knowledge and understanding on:	<ul style="list-style-type: none"> o will be able to understand and distinguish in a legal and practical sense the differences between political communication, information and propaganda; o will know how to apply the regulatory rules underlying political and institutional communication during electoral periods and otherwise; o will be able to evaluate the impacts and effects of communication on social media;
Soft skills	<p>Critical and judgmental skills: students must have the ability to collect and interpret data - normally in their own field of study - deemed useful to determine autonomous judgments, including reflection on social, scientific or ethical issues connected to them . To this end, an intermediate written test is planned which will take place during class hours, through the administration of written questions.</p> <ul style="list-style-type: none"> • Autonomy of judgement <p>At the end of the course the student must be able to</p> <ul style="list-style-type: none"> o Analyze and comment on the reference texts - slides - rules - regulations; o Make transdisciplinary connections with the subjects already studied as foreseen by the study course regulations; o Analyze films, series and cases of electoral campaigns; o Evaluate the effects of social media and the algorithmic shift in the construction of electoral campaigns;
Syllabus	<i>From propaganda to political communication; mass media and politics; the role of the media in the political scope; new media and democracy; the disinformation and the fake news; the political communication through selfie and meme; the effect of the media on the political scope;mediation factors of the effects of political communication; political language analysis; political language functions; control of political communication; political communication laws and regulatory issues; analysis of political language in the election campaigns.</i>
Content knowledge	
Texts and readings	<i>Giampiero Mazzoleni- La Comunicazione politica 1998-2021-2018-2019</i>
Notes, additional materials	
Repository	All the topics covered in each lesson are available on slides published on Teams and sent via email to the students' email address; the same regarding notes, research notes and laws,
Assessment	
Assessment methods	The detailed assessment methods must be adequate to ensure the achievement of the expected learning outcomes.



	<p>- the suitability exam is carried out exclusively orally in the form of a written interview or in the critical discussion of a project work;</p> <p>an intermediate test is scheduled.</p>
Assessment criteria	<ul style="list-style-type: none">• Knowledge and understanding: For each learning outcome, the student is expected to know or be able to discursively organize the knowledge acquired in light of what was covered during the laboratory;• Applied knowledge and understanding: no• Independent judgment: critical reasoning skills• Communication skills: effective and linear linguistic competence; or <ul style="list-style-type: none">• Ability to learn: ability to criticize and analyze.•
Final exam and grading criteria	<i>Qualifying examination</i>
Further information	