



**UNIVERSITÀ  
DEGLI STUDI DI BARI  
ALDO MORO**

UNIVERSITÀ DEGLI STUDI DI BARI ALDO MORO  
DIPARTIMENTO DI SCIENZE DELLA FORMAZIONE, PSICOLOGIA,  
COMUNICAZIONE  
CORSO DI LAUREA MAGISTRALE IN SCIENZE DELLA COMUNICAZIONE  
PUBBLICA, SOCIALE E D'IMPRESA (CLASSE LM – 59)

General Information	
Academic subject	Criminology, media, and society
Degree course	Master's degree course in Public, Social and Business Communication Sciences
Academic Year	2
European Credit Transfer and Accumulation System(ECTS)	9
Language	Italian
Academic calendar (starting and endingdate)	2nd-semester March – May 2023
Attendance	Strongly recommended

Professor/Lecturer	
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Virtual headquarters	Teams code tutoring virtual room (only on appointment): rm6tpi8
Tutoring (time and day)	Saturday 9:30-13:00 room 210 Building Chiaia-Napolitano 2nd floor

Syllabus	
<b>Learning Objectives</b>	<ul style="list-style-type: none"><li>- Advanced theoretical, conceptual, and methodological knowledge of sociological, economic, linguistic, political, demographic, statistical, literary, and semiotic disciplines;</li><li>- 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;</li><li>- 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.</li></ul> <p>The main educational objectives are aimed at providing students with in-depth knowledge relating to:</p> <ul style="list-style-type: none"><li>- communicative, semiotic, linguistic, political, economic-legal, historical, and information;</li><li>- the field of language sciences, social sciences, political sciences, statistics and demographics, as well as advanced qualitative and quantitative methodologies for basic and applied research in communication;</li><li>- various fields of communication and information, with reference also to the analysis of the media used in business communication, public and non-profit bodies;</li><li>- the written and oral communication skills of the English language, regarding the disciplinary terminology of the master's degree course;</li><li>- 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</li></ul>

	<p>companies, entities and in the public administration);</p> <ul style="list-style-type: none"> <li>- linguistic communication tools and their application also in the IT and telematic fields;</li> <li>- organizational culture and the dynamics of human resource management in public and private organizations;</li> <li>- the creation of communication products and promotional campaigns of public bodies, businesses, and non-profit organizations;</li> <li>- the techniques and methodologies of socio-demographic and polling research;</li> <li>- the organizational and managerial skills to carry out highly responsible functions in profit and non-profit organizations;</li> <li>- 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;</li> <li>- 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.</li> <li>- knowledge of the rules that regulate public and corporate communication and determine their control and ethics.</li> </ul> <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>
<b>Course prerequisites</b>	No prior knowledge is required
<b>Contents</b>	<p>General part: essential constructs of the sociology of deviance and their definitions</p> <ul style="list-style-type: none"> <li>- quantitative and qualitative dimensions of the various phenomena, from the construction and meaning of official statistics to the different methods of social research</li> <li>- the main explanations and interpretations of the causes of crime and deviance that have occurred over time and are present in the contemporary debate;</li> <li>- the policies of prevention, control, repression and treatment developed in different historical periods, up to those implemented in contemporary societies</li> <li>- processes and contents of deviant and criminal socialization: the theories of social learning</li> <li>- the theories of differential association, identification, and anticipation</li> <li>- corporate and white-collar crime; neutralization techniques</li> <li>- the theories of labeling and the construction of social problems</li> <li>- Primary deviance and secondary deviance in Edwin M. Lemert's elaboration</li> <li>- The discredited and discreditable</li> <li>- Information control and personal identity; shame and crime</li> <li>- seductions of crime</li> <li>- social problems as social constructions</li> <li>- moral panic as a type of social problem and in contemporary society</li> <li>- the social construction of the victim and the interactionist approach to victimology.</li> </ul> <p>Special part: Fear, insecurity and community management</p> <ul style="list-style-type: none"> <li>- mass communication, cultural production and new forms of social interaction</li> <li>- 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;</li> <li>- public opinion, fear of crime and the genesis of social alarm: studies on the media representation of crime and criminal justice</li> <li>- media, power and social control.</li> </ul>
<b>Books and bibliography</b>	<p>General part: F. Prina <i>Devianza e criminalità. Concetti, metodi di ricerca, cause, politiche</i> Carocci, 2019; C. Rinaldi, P. Saitta (a cura di), <i>Devianze e crimine. Antologia ragionata di teorie classiche e contemporanee</i>, PM edizioni, 2017, la seguente selezione di parti: intera intera Parte III. <i>Teorie dell'apprendimento sociale</i>; intera Parte IV. <i>Teorie della reazione sociale, teorie fenomenologiche e costruzione dei problemi sociali</i>.</p> <p>Special part:</p> <ul style="list-style-type: none"> <li>- 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, la seguente selezione di capitoli: <i>Introduzione, capp. I, II, III, IV e V</i>; N. Chomsky, <i>Media e potere</i>, Bepress, 2014</li> </ul>
<b>Additional materials</b>	

Work schedule			
Total	Lectures	Hands-on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
Hours			
150	40	20	90
ETCS			

6	4	2	
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<b>Teaching strategy</b>	
	Lectures, active and problem-based learning, seminars, practical classrooms

<b>Expected learning outcomes</b>	
<b>Knowledge and understanding on:</b>	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.)
<b>Applying knowledge and understanding on:</b>	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 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.
<b>Soft skills</b>	<ul style="list-style-type: none"> <li>• <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.</li> <li>• <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.</li> <li>• <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.</li> </ul>

<b>Assessment and feedback</b>	
Methods of assessment	Verification of learning will take place through a test with oral procedures and interview type.

Evaluation criteria	<ul style="list-style-type: none"> <li>• <i>Knowledge and understanding</i> 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.</li> <li>• <i>Applying knowledge and understanding</i> 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.</li> <li>• <i>Autonomy of judgment</i> 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.</li> <li>• <i>Communication skills</i> sufficient quality, effectiveness, overall linearity of the presentation of information, ideas, problems and solutions; sufficient competence in the use of the specialist vocabulary.</li> <li>• <i>Capacities to continue learning</i> ability to autonomously identify at least a minimum of possible lines of development of thematic study or research in the disciplinary and professional field.</li> </ul>
Criteria for assessment and attribution of the final mark	The final grade is awarded out of 30. The exam is passed when the grade is greater than or equal to 18. To achieve a high evaluation, the student must have developed autonomy of judgment and adequate capacity for argumentation and presentation according to the above-mentioned criteria.
<b>Additional information</b>	