



General information	
Academic subject	SOCIOLOGY OF PUBLIC AND CORPORATE COMMUNICATION
Degree course	Public, Social and Corporate Communication
Academic Year	2021-2022
European Credit Transfer and Accumulation System (ECTS)	8
Language	Italian
Academic calendar (starting and ending date)	I Semester – October 2021 - January 2022
Attendance	No

Professor/ Lecturer	
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Syllabus	
<b>Learning Objectives</b>	The course will start with an introduction on Theories of Communication in Sociology with specific attention to its specific field of study and the main theoretical sociological paradigms.
<b>Course prerequisites</b>	Basic knowledge of general sociology and sociology of cultural and communication cultural and communicative processes.
<b>Contents</b>	The first part will be dedicated to the communication in public and institutional settings. Specific attention will be accorded to the complexity of the communication, the analysis of the main components playing a role in the communication process and the drivers of success of the communication. The second part will be dedicated to the social and cultural dynamics of enterprise communication. The communication as a strategic function of the enterprise will be examined by starting from its historical roots. The functions of communication will be analysed in relation with the business aims, the resources, the organisation of workers, the company's ideology. The third part is dedicated to the planning and the evaluation of communication. Main themes will be the following: Goal setting in communication campaigns (awareness, activation, advocacy, engagement, reputation), ex-post evaluation of communication projects and plans, systems of indicators for evaluation, social media and RoI (Return of Investments), evaluation of efficacy and of the transferability, added value of brought by the Human and Relational Capital in the communication campaigns.
<b>Books and bibliography</b>	Sara Bentivegna, Giovanni Boccia Artieri (2020) Le teorie delle comunicazioni di massa e la sfida digitale, Laterza. Paolo Mancini (2018) Manuale di comunicazione pubblica, Laterza Nando dalla Chiesa (2012). Profili sociali della comunicazione d'impresa. Franco Angeli Romenti Stefania (2016) Misurare il Capitale comunicativo, Franco Angeli Paccagnella L. (2020) Sociologia della comunicazione nell'era

	digitale, Il Mulino
<b>Additional materials</b>	Optional further study materials will be proposed by the teacher (readings and audio-visual material).

<b>Work schedule</b>			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
<b>Hours</b>			
60	60	4 seminars during the course	
<b>ECTS</b>			
8			
<b>Teaching strategy</b>		Lecture, practice exercises (individual or in group), team working. During the course there will be lectures - testimonies by experts in institutional communication.	
<b>Expected learning outcomes</b>			
<b>Knowledge and understanding on:</b>		<ul style="list-style-type: none"> <li>• Basic knowledge about the peculiarity of the theories of communication in sociological science.</li> <li>• Ability to understand the main sociological terms applied to communication in the public and private sector. Good knowledge about the cultural and communicative processes from the point of view of the sociological theory.</li> </ul>	
<b>Applying knowledge and understanding on:</b>		<ul style="list-style-type: none"> <li>• Being able to apply the main theoretical tools of sociology to the exploration, observation, analysis and interpretation of cultural and communicative dynamics.</li> </ul>	
<b>Soft skills</b>		<i>Making informed judgments and choices</i> <ul style="list-style-type: none"> <li>• Good level of critical thinking and reflection acquired through the application of analytical tools of sociology to the cultural and communicative processes.</li> </ul>	

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<b>Assessment and feedback</b>	
Methods of assessment	Oral exam (with optional written intermediate test during the course)
Evaluation criteria	<p>Knowledge and understanding</p> <p>Good level of knowledge and understanding skills to develop during classroom simulation, even during frontal lecture and team working exercises.</p> <p>Applying knowledge and understanding</p> <p>Good level of applying skills, including the use of web to look for information and detailed contents, as well as the cooperative learning during the work group</p>
Criteria for assessment and attribution of the final mark	<p>0-15– rate for level of knowledge and understanding (theoretical framework)</p> <p>0-15 – rate for level of applying knowledge</p>
<b>Additional information</b>	