

## Syllabus - Course description

<b>Course title</b>	<b>Institutional communication – Project management</b>
<b>Course code</b>	<b>27419</b>
<b>Scientific sector</b>	SPS/04
<b>Degree</b>	LM 63 – Master in Public Policies and Administration
<b>Semester and academic year</b>	1st semester 2020/21
<b>Year</b>	2nd year
<b>Credits</b>	8
<b>Modular</b>	No
<b>Total lecturing hours</b>	48
<b>Total lab hours</b>	24
<b>Total exercise hours</b>	-
<b>Attendance</b>	Recommended, but not required
<b>Prerequisites</b>	No
<b>Course page</b>	
<b>Specific educational objectives</b>	<p>This course illustrates how institutions think and generate messages to influence public opinion. It is a standard political communication course with a focus on institutions in the broadest sense of the term, including media agencies (see below Kate Kenski and Kathleen Hall Jamieson 2019, chapter 19: "News Media as Political Institutions"), political parties, and presidential candidates. Among the educational objectives is to show how the language of politics has evolved over the last seventy-five years and make students aware of the significance and impact of institutional language and communication in a changing world. Lab hours attached to the course will cover the 'project management' part, where students will be able to learn how to write a speech, organize a Ted, draft a report, make a presentation and write a project on a political topic.</p>
<b>Lecturer</b>	Prof. Roberto Farneti

<b>Scientific sector of the lecturer</b>	SPS/04
<b>Teaching language</b>	English
<b>Office hours</b>	
<b>Lecturing assistant</b>	-
<b>Teaching assistant</b>	Dr. Alexandra Budabin
<b>Office hours</b>	-
<b>List of topics covered</b>	The shape of institutional communication, verbal and visual. Non-institutional venues of political communication. Trolls and hate-speech. The language of political leaders, elements of storytelling in the political realm.
<b>Teaching format</b>	Lectures, group discussions, students' presentations on case studies, and lab projects will be offered on-line on the Teams platform. All registered students will have access, and all lectures will be recorded.

<b>Learning outcomes</b>	<p><u>Knowledge and understanding:</u></p> <ul style="list-style-type: none"> <li>- knowledge of current literature and debates on the meaning and formats of political communication</li> <li>- understanding how institutions and political actors think, frame an argument, advertise a message, and influence public opinion</li> </ul> <p><u>Applying knowledge and understanding:</u></p> <ul style="list-style-type: none"> <li>- The course will develop theoretical skills that may be applied in the burgeoning field of campaign journalism, political advertising, political consulting, etc.</li> </ul> <p><u>Making judgments</u></p> <ul style="list-style-type: none"> <li>- Students will acquire specific skills as to the importance of framing the content in order to win a debate, and understanding the significance of rhetoric and visual communication in the political realm.</li> </ul>
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<b>Assessment</b>	Students (only those regularly attending both course and Lab hours) will be offered the opportunity to make in-class (e.g. on the digital platform Teams) presentations that will count for 1 to up to 4 extra points. The final exam will be taken on the platform OWL (same for all students) and will consist of 22 MC questions (1 point each) plus a short (maximum 350 words) essay prompted by a choice of 2 questions (maximum 10 points).
<b>Assessment language</b>	English
<b>Evaluation criteria and criteria for awarding marks</b>	Specific instructions on the composition of the grade and the grading strategy will be uploaded in the Teams' course folder on week 1.

<b>Required readings</b>	<p>Richard M. Perloff. <i>The Dynamics of Political Communication: Media and Politics in a Digital Age</i>. (Routledge 2017).</p> <p>Kate Kenski and Kathleen Hall Jamieson. <i>The Oxford Handbook of Political Communication</i> (Oxford UP 2019)</p> <p>Sujatha Fernandes, <i>The Uses and Misuses of Storytelling</i> (OUP 2017)</p> <p>Sam Leith, <i>You talking to me? Rhetoric from Aristotle to Obama</i></p>
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	<p>(Profile Books 2012)</p> <p>Phillip Seargeant. <i>The Art of Political Storytelling</i> (Bloomsbury Academic 2020)</p> <p>Geoffrey Nunberg, <i>Talking Right: How Conservatives Turned Liberalism into a Tax-Raising, Latte-Drinking, Sushi-Eating, Volvo-Driving, New York Times-Reading, Body-Piercing, Hollywood-Loving, Left-Wing Freak Show</i> (PublicAffairs 2006)</p>
<p><b>Supplementary readings</b></p>	<p>Additional readings materials will be made available in the Teams' class folder and it will concern the case studies explored in the first half of the course.</p>