Syllabus
Course description

Course title	Institutional Communication & Public Project Management
Course code	27419
Scientific sector	SPS/04
Degree	Public Policies and Administration (Master)
Semester and academic year	1st semester 2021/2022
Year	2nd
Credits	8
Modular	No

Total lecturing hours	48
Total lab hours	24
Total exercise hours	-
Attendance	Recommended, but not required
Prerequisites	None
Course page	

Specific educational objectives	This is a mandatory class of the Master in Public Policies and Administration (Political Science is the main disciplinary sector). The focus is manly theoretical with hints at the effects and policy implications of communication and media use in the political realm. The 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, 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.

Lecturer	Roberto Farneti

Scientific sector of the lecturer	SPS/04 Political Science
Teaching language	English
Office hours	48 hours Cockpit – students' zone – individual timetable
Lecturing assistant	-
Teaching assistant	To be announced

Office hours	Office hours are scheduled before the course starts, but in general they take place before and after lecture hours and by appointment
List of topics covered	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.
Teaching format	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.

Learning outcomes	Knowledge and understanding: - knowledge of current literature and debates on the meaning and formats of political communication - understanding how institutions and political actors think, frame an argument, advertise a message, and influence public opinion Applying knowledge and understanding: - The course will develop theoretical skills that may be applied in the burgeoning field of campaign journalism, political advertising, political consulting, etc. Making judgments - 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.

Assessment	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).
Assessment language	English – B1 level in English is required to sit the exam
Evaluation criteria and criteria for awarding marks	Specific instructions on the composition of the grade and the grading strategy will be uploaded in the Teams' course folder on week 1.

Required readings	Richard M. Perloff. The Dynamics of Political Communication: Media and Politics in a Digital Age. (Routledge 2017).
	Kate Kenski and Kathleen Hall Jamieson. The Oxford Handbook of Political Communication (Oxford UP 2019)