## Syllabus
### Course description

<table>
<thead>
<tr>
<th>Course title</th>
<th>Institutional Communication &amp; Public Project Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course code</td>
<td>27419</td>
</tr>
<tr>
<td>Scientific sector</td>
<td>SPS/04</td>
</tr>
<tr>
<td>Degree</td>
<td>Master in Public Policies and Administration</td>
</tr>
<tr>
<td>Semester and academic year</td>
<td>1st semester 2022/2023</td>
</tr>
<tr>
<td>Year</td>
<td>2nd</td>
</tr>
<tr>
<td>Credits</td>
<td>8</td>
</tr>
<tr>
<td>Modular</td>
<td>No</td>
</tr>
</tbody>
</table>

| Total lecturing hours        | 48                                                     |
| Total lab hours              | -                                                      |
| Total exercise hours         | 16                                                     |
| Attendance                   | Recommended, but not required                          |
| Prerequisites                | None                                                   |

### Specific educational objectives
This is a mandatory class of the Master in Public Policies and Administration (Political Science is the main disciplinary sector). The course refers to the typical educational activities and belongs to the scientific area of Political Science.

The focus is mainly 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
Office SER E202
[roberto.farneti@unibz.it](mailto:roberto.farneti@unibz.it)
Tel. 0471/013128
[https://www.unibz.it/it/faculties/economics-management/academic-staff/person/17315-roberto-farneti](https://www.unibz.it/it/faculties/economics-management/academic-staff/person/17315-roberto-farneti)

### Scientific sector of the
SPS/04 Political Science
### lecturer

**Teaching language**
English

**Office hours**
24 hours
MySNS – Individual timetable
Webpage: [https://www.unibz.it/en/timetable/?sourceId=unibz&department=26&degree=13426%2C13543](https://www.unibz.it/en/timetable/?sourceId=unibz&department=26&degree=13426%2C13543)
Office hours are scheduled before the course starts, but in general they take place before and after lecture hours and by appointment

**Lecturing assistant**
TBA

**Teaching assistant**
- 

**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.

<table>
<thead>
<tr>
<th>Learning outcomes</th>
</tr>
</thead>
</table>
| 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.
Kate Kenski and Kathleen Hall Jamieson. The Oxford Handbook of Political Communication (Oxford UP 2019) |