

## Syllabus

### Course description

<b>Course title</b>	<b>Institutional Communication &amp; Public Project Management</b>
<b>Course code</b>	<b>27419</b>
<b>Scientific sector</b>	SPS/04
<b>Degree</b>	Master in Public Policies and Administration LM63
<b>Semester and academic year</b>	1st semester -a.y. 2024/2025
<b>Year</b>	2 <sup>nd</sup>
<b>Credits</b>	8
<b>Modular</b>	No

<b>Total lecturing hours</b>	48
<b>Total lab hours</b>	-
<b>Total exercise hours</b>	-
<b>Attendance</b>	Recommended, but not required
<b>Prerequisites</b>	None
<b>Course page</b>	<a href="https://www.unibz.it/en/faculties/economics-management/master-public-policies-administration/">https://www.unibz.it/en/faculties/economics-management/master-public-policies-administration/</a>

<b>Specific educational objectives</b>	<p>This is a mandatory class of the Master in 'Public Policies and Administration' (Political Science is the main sector). The focus is mainly (but not exclusively) 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 in the 21<sup>st</sup> century and make students aware of the significance and impact of institutional language and communication in a changing world.</p> <p>Guest lecturers will be occasionally invited to contribute to the course with their first-hand experience in 'institutional' communication, expanding on issues such as project management and how institutions connect with citizens. In-class workshops, 'ted' presentations, and labs are tools used to engage students on practical activities, like organizing a Ted, drafting a report, making a presentation, and writing a project.</p>
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<b>Lecturer</b>	Roberto Farneti Office SER E202 <a href="mailto:roberto.farneti@unibz.it">roberto.farneti@unibz.it</a>
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	<p>Tel. 0471/013128  <a href="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</a></p>
<b>Scientific sector of the lecturer</b>	SPS/04 Political Science
<b>Teaching language</b>	English
<b>Office hours</b>	<p>24 hours          MySNS – Individual timetable          Webpage:  <a href="https://www.unibz.it/en/timetable/?sourceId=unibz&amp;department=26&amp;degree=13543%2C13723">https://www.unibz.it/en/timetable/?sourceId=unibz&amp;department=26&amp;degree=13543%2C13723</a>          Office hours are scheduled before the course starts, but in general they take place before and after lecture hours or by appointment</p>
<b>List of topics covered</b>	<p>The shape of institutional communication, verbal and visual. Trolls and hate-speech. The language of political leaders; elements of storytelling in the political realm. How to learn and develop practical skills like writing and managing a project (from the project idea, to dissemination, to the building of Work Packages)</p>
<b>Teaching format</b>	Lectures, group discussions, students' presentations on case studies, and in-class labs.
<b>Learning outcomes</b>	<p>Knowledge and understanding:</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>Applying knowledge and understanding:</p> <ul style="list-style-type: none"> <li>- students will develop theoretical skills that may be applied in the burgeoning field of campaign journalism, political advertising, political consulting, etc.</li> <li>- how to draft and manage a project</li> </ul> <p>Making judgments</p> <ul style="list-style-type: none"> <li>- students will acquire specific skills as to the importance of framing contents to win an argument and understanding the significance of rhetoric and visual communication in the political/institutional realm.</li> </ul>
<b>Assessment</b>	<p>Students (only those regularly attending the course) will be offered the opportunity to make in-class presentations that will count for 1 to up to 4 extra points. The final exam 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).</p>
<b>Assessment language</b>	English – B1 level in English is required to do the exam

<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 3.
<b>Required readings</b>	Richard M. Perloff. <i>The Dynamics of Political Communication: Media and Politics in a Digital Age</i> . (Routledge 2017). Kate Kenski and Kathleen Hall Jamieson. <i>The Oxford Handbook of Political Communication</i> (Oxford UP 2019)