Communication of Policies

Prof. Martino Mazzoleni; Prof. Barbara Scifo

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to introduce students to the topic of communication of public policies, with special reference to new communication technologies. In particular, it aims to help students to develop an understanding and critical interpretation of the relationship between communication and public policies in terms of potential and limitations.

At the end of the course, students:

– will know varied communicative interactions between *policy* players and the related communicative tools;

* will be able to identify messages about policy among different flows of political communication;

– will be able to ascertain the structure and topics regarding public policies papers and texts.

***COURSE CONTENT***

The course is divided into two modules:

1. An introduction to the media system and their possible applications in the communication of public policies (held by Prof. Barbara Scifo)

This module offers an overview of the main features of the contemporary media system and provides an analysis of phenomena such as convergence and transmediality from the point of view of the communication of public policies. In particular, the course will focus on the use of social media and web 2.0.

2. *Communication and policy-making* (held by Prof. Martino Mazzoleni).

After an introduction on the political communication, the module will explore: *policy* communication theoretical models; the role of mass media in *policy* cicle(*agenda-setting* and *framing*); communication as a *policy* tool and the possible reactions of recipients of *policy* messages; audience participation and *engagement* techniques; the skills for the communication of scientific knowledge to *policymakers*; the tools for the written communication of public policies (*policy papers*), and the structuring of a *policy* argumentation.

The course is completed by the analysis and presentation of case studies of policy communication by practitioners, organisers, and creators of communication campaigns, *policymaker*.

***READING LIST***

For the final exam, attending students will have to study their lecture notes. Further teaching material will be made available on Blackboard.

The reading list for *non-attending* students will be provided at the beginning of the course.

***TEACHING METHOD***

Lectures, presentation and analysis of *case studies*. The teaching material used in classroom will be made available to the students.

***ASSESSMENT METHOD AND CRITERIA***

*Attending* students will be assessed through an oral test on course content. The exam aims to assess students’ rigorous learning and their level of understanding of the topics studied in class as well as on the knowledge acquired through the *case studies*. The final mark will take into consideration consistency, correctness and completeness of answers.

*Non-attending students* will be assessed through an oral exam on the reading list content. The exam aims to assess students’ rigorous learning and their level of understanding of the course topics.

The final mark will take into consideration consistency, correctness and completeness of answers.

***NOTES AND PREREQUISITES***

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching and assessment will be carried out following procedures that will be promptly notified to students.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.