**Social Communication**

## Prof. Carla Lunghi

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

The course aims to provide students with:

* knowledge to observe and interpret the specific communication processes related to collective interests of public interest;
* practical and operational skills to operate with greater awareness of communication-related professions.

In the first part of the course, students will be introduced to the most important concepts, research and case studies in the field of social communication.

The second part of the course is practical and operational in nature, and is designed for students to experience what it means to communicate initiatives, to learn about organisations/bodies of public interest and learn how to be creative in thematic that are potentially controversial in terms of culture and values.

By the end of course, students will be able to:

* identify the cultural and social characteristics of campaigns of public interest.
* use the theoretical and methodological skills learned on the course to understand the role of communication in potentially controversial thematic.
* critically analyse social communications campaigns implemented by different stakeholders such as public administration, profit and non-profit organisations, religious institutions.

– develop new creative proposals targeting various issues of public interest.

***COURSE CONTENT***

The course will address the following areas:

1. *Social communication.*

* Definition.
* Characteristics.
* The areas in question;

2. *Stakeholders in social communication.*

* Non-profit organisations.
* Non-governmental and voluntary organisations.
* Public bodies.
* For-profit companies.

3. *How to* *structure a social communication campaign*

* Objectives
* Target
* Tools
* New media
* Assessing the impact of social communication.

4. *Social journalism*

* History of the social journalism in ItalyStoria del giornalismo sociale in Italia.
* Some italian examples; Vita, Redattore sociale, Pluraliweb, Comunicare il sociale, Shoot4Change.

***READING LIST***

Material uploaded on Blackboard platform (slide of the lectures).

The following texts studied as a whole:

R. Bernocchi-A. Contri-A. Rea, *Comunicazione sociale e media digitali*, Carocci, Roma, 2018.

G. Peruzzi-A. Volterrani, *La comunicazione sociale*, Laterza, Roma-Bari, 2016.

G. Peruzzi, *Fondamenti di comunicazione sociale. Diritti, media, solidarietà*, Carocci, Roma, 2011.

***TEACHING METHOD***

Frontal lectures.

Practical tasks guided by the lecturer.

Group practical classes.

Testimonials from experts in the sector.

***ASSESSMENT METHOD AND CRITERIA***

Students’ knowledge and acquired skills will be assessed by means of a group test and an individual test.

The group test will consist in creating (and presenting to the class) a project of social communication (divided into two parts: analysis of existing campaigns and creative proposal).

The individual test will consist of an oral exam on the contenst of the Reading List. The final mark will be the weighted average of the marks obtained in the two tests: group work (40%) + oral exam (60%).

The following aspects of the group presentation will be assessed:

* graphic structure
* logical-conceptual order of topics
* coherent and original creative proposal.

The following aspects of the oral test will be assessed:

* specific vocabulary
* logical presentation of topics
* correct conceptual links
* critical thinking skills applied to topics.

***NOTES AND PREREQUISITES***

There are no prerequisites in terms of content. Students are nevertheless expected to demonstrate an interest in and intellectual curiosity about cultural and communicative dynamics.

Moreover, given the combined theoretical and practical nature of the course, students are strongly encouraged to attend lectures.

Students should check Blackboard for notices and updates and must ensure they are registered on the platform with their active email address.

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.