# Consumption and Citizenship (Introduction to the Media Planning Workshop)

## Prof. Emanuela Mora; Prof. Francesca Anzalone

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

Through the consumption and use of the goods and services that people find on the market or that are offered them by the relevant institutions (the school or the health care system are just two striking examples), people take part in the life of the society they live in and become therefore citizens. According to the way they choose, use and consume such goods and services, people are driven by vested individual or group interests, which are often related to the idea that people have of the world they want to live in, the people they want to share experiences with, and even of the common and general good of a society. The course provides students with the knowledge necessary to understand the category of citizenship and its link with consumer practices. The course also provides students with the knowledge and analytical and interpretive skills to understand how through our consumption patterns we fulfil part of our rights and duties as citizens. During the course, contents will be presented and discussed with students in light of the recent lockdown experience to contain the effects of the pandemic. The lockdown introduced a temporary suspension of individual freedoms and rights in the name of collective and individual good; it is therefore an interesting case to study the convergence of individual and collective rights/duties, citizen and consumer identity, and public and private sphere, which are all key categories for the course. At the end of the course, students will be able to interpret contemporary consumption practices and to recognize if and how they play a role in the process of activating citizenship of the people involved in them.

***COURSE CONTENT***

The course is organised into four topic blocks:

1. Citizens and consumers: two dimensions of people's social public identity. Ambivalence and potential, between economic resources, social capital, and cultural capital.

2. Consumption as a powerful factor of social inclusion or exclusion.

3. Critical and/or sustainable consumption as a meeting place for individual interests and the common good.

4. Internet as a source of new inequality, but also a laboratory for new forms of critical consumption, from bartering to the sharing economy.

***READING LIST***

T.H. Marshall, *Cittadinanza e classe sociale,* Laterza, Rome-Bari, 2002.

Printed course pack supplied by the lecturer with additional material for the exam preparation (available at the university copy centre).

***TEACHING METHOD***

Frontal lectures, reading of classical texts, practical activities, and discussion based on empirical data. The teaching method will be based on interactive face-to-face/distance learning and/or recordings.

***ASSESSMENT METHOD AND CRITERIA***

The final assessment includes the weighted average of the evaluation of the course ‘Consumption and Active Citizenship’ (6 ECTS) and the workshop ‘Introduction to Media Planning’ (3 ECTS). Students will not be able to sit the exam in ‘Consumption and Active Citizenship’ without a prior passing mark from the workshop Introduction to Media Planning. The exam in in ‘Consumption and Active Citizenship’ consists in an oral exam on the theory and practical content of the course. Students who wish to do so, will also be able to carry out a group exercise. Further details will be given in class. If the group exercise is awarded a mark between 28 and 30 with honours, students will be awarded 2 points to be added on to their mark of the oral exam. If the group exercise is awarded a mark between 24 and 27, students will be awarded 1 point to be added on to their mark of the oral exam. Lower marks will not result in any increase of students’ mark. Students who have carried out the group exercise will be first asked about it and they will have the opportunity to explain and comment on their work.

Please note that the increase in points awarded to the group exercise will be applied only to students who have completed the group exercise and will take the exam by the exam session of February 2022, the first one available after the end of the course.

The workshop ‘Introduction to Media Planning’ is preparatory for the course. Students will not be able to sit the exam in Consumption and citizenship without a prior positive workshop assessment. Attendance to the workshop is compulsory. Students who prove unable to attend the workshop, are invited to contact the workshop lecturer to agree on a replacement activity.

***NOTES AND PREREQUISITES***

Any changes to the reading list will be indicated during the year on the lecturers' website. Students are invited to refer to it.

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.

1. *Introduction to Media Planning Workshop*
2. Prof. Francesca Anzalone

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

The workshop aims to provide students with competences to plan and programme media and digital activities, from analysing and organising information to creating an editorial plan and a social calendar. At the end of the workshop students will be able to plan and create an editorial plan and a social calendar for communication activities of a company or another organisation even in a remote situation such as smart working.

***COURSE CONTENT***

The current social transformation is having an impact also on the different models of communication, which are changing their features in coherence with the rise of new media and the new relationships they have created. Communication is becoming more and more specialised, moving from multichannel and omnichannel Brands and Corporates to sustainability, through the introduction of smart working and the idea that every action, service, and product has a social impact. The Internet is now the main channel for the creation of new relationships and the promotion of sales engagement and social activism: from social commerce to digital reputation, from civic engagement to the study of online behaviour.

In particular, the course will focus on the risks and opportunities, for citizens and consumption, arising from a social context where communication takes place almost exclusively online, through all the existing channels (starting from e-commerce). Furthermore, the course will explore the concept of governance applied to a type of communication active 24 hours/7 days a week, subject to disintermediation, and risking a media crisis. Then, it will illustrate the concepts of digital reputation and the different methodologies for the analysis of risks and critical issues.

In addition, starting from the presentation of some interesting cases of active citizenship – private companies taking a stand on social responsibility issues and their relationship with the territory – the course will identify the communication strategies in use for the production of news addressed to social channels and media.

Besides studying the theory on contemporary communication planning, the workshop will require students to perform some practical activities that are coordinated with a view to make citizens aware by creating an editorial plan, a press communication, and news for blogs to be shared also on social channels.

***READING LIST***

F. Anzalone, *Ufficio stampa e digital PR, la nuova comunicazione*, HOEPLI, Milan, 2017.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed through a practical piece of work: they will create an editorial plan of a specific event and they will be assessed on the extensiveness of their work and their ability to programme and organize information.

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