**Communication and management of cultural enterprises and business communication rules**

Prof. Luciano Argano; Prof. Ruben razzante

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

The course aims to provide a comprehensive framework of tools for the management of companies, institutions and businesses within the arts and culture, with particular emphasis on communication processes. Technological evolution has challenged traditional legal and deontological rules and is forcing the issuance of new rules and self-regulatory principles capable of interpreting the complexity and challenges of interactivity and multimedia convergence. This course intends to examine economic and legal transformations taking place and the duties arising from them for people operating in the various fields of public and private communication.

The course is organised into two modules:

*Module A* – *Communication and management of cultural enterprises (Prof. Lucio Argano)*: will provide theoretical knowledge and support the acquisition of practical skills related to the governance of cultural organisations, their planning scope, and more generally, artistic-cultural production within the different spheres that populate the culture sector with their specific peculiarities.

*Module B* – *Rules of business communication (Prof. Ruben Razzante)*: will provide the fundamental categories of communication law, so as to be able to apply the legal and deontological laws to the media system and cultural enterprises, with a practical approach and the analysis of concrete cases.

At the end of the course, students will:

with reference to *Module A*:

* know and manifest critical ability and knowledge with regard to the cultural organisational scenario, its policies and social relevance;
* understand the articulation of different forms of management in culture;
* know how to build and govern a cultural project on a strategic, managerial and communication level;
* know how to communicate all the different stages of the project to stakeholders;
* be aware of the close relationship between management conduct and communication processes.

With reference to *Module B*:

- know the fundamental notions of communication law applied to the media system and cultural enterprises;

- understand the regulatory dynamics of single cultural and media spheres;

- know how to apply rules learned during the course to real cases;

***COURSE CONTENT***

The course will cover the following topics:

*Module A* – *Communication and management of cultural enterprises*:

The module will focus on the issues of policy and management in the cultural sector (in its different configurations related to cultural assets and activities, such as museums, libraries, performing arts, visual arts, festivals, intangible heritage). The course will start by recognising the managerial, formal and institutional frameworks as well as public and private, profit and no-profit organisational systems, and the workings of various cultural spheres. The course also focuses on practical examples and case studies, on the process and design of cultural production, while exploring the financial, economic, procedural and technical aspects and linking cultural action to the centrality of communication processes. Particular emphasis will be placed on current developments in cultural and arts organisations such as the relationship with social innovation, new hybrid cultural spaces, the digital transition and sustainability.

*Module B* – *Business communication rules*:

1. The fundamental categories: information, communication and connection. The right to information and balancing it with other rights. The general framework and hierarchy of sources. The latest doctrinal frontiers.

2. The media in the age of convergence. The development of the broadcasting system in Italy and Europe*.* The reform of Rai. *Par condicio* and political information. Legal regulations regarding the Internet.

3. The privacy reform in Europe. Privacy and technology. Child protection and cyberbullying. Online defamation.

4. Control bodies. Independent authorities. The role of Agcom and Antitrust. Co.Re.Com.

5. “Traditional” copyright and online copyright after the European copyright reform (EU Directive 2019/790 transposed in Italy). Protection of online rights and quality of online information. The phenomenon of fake news and commercial and advertsing influences. Attempts at regulation in Europe and the US.

***READING LIST***

*Module A* – *Communication and management of cultural enterprises*:

L. Argano, *Manuale di progettazione della cultura. Filosofia progettuale, design e project management in campo culturale e artistico*, F. Angeli, Milan, 2012 (page 590).

Additional teaching and project work materials will be available on BlackBoard. There will be an alternative syllabus for *non-attending* students, which will be posted on BlackBoard.

*Module B* – *Rules of enterprise communication*:

R. Razzante, *Manuale di Diritto dell’informazione e della comunicazione*, Padua, Cedam-Wolters Kluwer, ninth edition, 2022. Students must purchase the new edition of the manual. Other editions are not valid. Please note that photocopying of textbooks is prohibited by law. Other information regarding the reading will be provided by the lecturer during lectures.

R. Razzante, *I (social) media che vorrei. Innovazione tecnologica, igiene digitale, tutela dei diritti*, Milano, FrancoAngeli Editore, 2023.

***TEACHING METHOD***

The course will be organised as follows:

*Module A* – *Communication and management of cultural enterprises*:

Frontal lectures, integrated with group exercises, analysis of case histories*,* viewing of audiovisual material, meetings with professionals in the field.

*Module B* – *Rules of enterprise communication*:

Frontal lectures

***ASSESSMENT METHOD AND CRITERIA***

Assessment will be as follows:

*Module A* – *Communication and management of cultural enterprises*:

Assessment based on project work (70%) on which students will be asked questions to test their understanding and knowledge of content discussed in the classroom and explored in more detail in the textbook (30%).

Assessment will take into account the following elements:

* Knowledge of the cultural context.
* Creative, operative and practical skills.
* Design skills, ability to find practical solutions, command of technical tools.
* Ability to communicate projects efficiently.

The mark for the module will account for 50% of the final mark.

*Module B* – *Rules of enterprise communication*:

Assessment of the “Rules of enterprise communication” module (prof. Ruben Razzante) will be based on the following criteria. There will be an oral examination. Assessment will be by means of a series of questions designed to test students’ understanding of the dynamics of the world of communication and how rights are protected in the virtual sphere. Students will also be assessed on their command of legal language and specific language from the sector. Students will be asked to apply notions learned during the course to practical cases. Marks above 28/30 will only be awarded to students with a command of technical-legal language, limited to topics covered during the course.

The mark for this module will account for 50% of the final mark for the course.

***NOTES AND PREREQUISITES***

In order to ensure good attendance, the course has the following prerequisites:

*Module A* – *Communication and management of cultural enterprises*:

Knowledge of the principles of marketing and business economics related to the subjects covered in the first year will contribute to a better understanding of the topics covered in this module.

*Module B* – *Rules of enterprise communication*

It is important to attend the lectures while simultaneously studying the manual on information and communication law by Prof. Ruben Razzante.

Students who are unable to attend lectures for curricular reasons (such as work placement, international mobility, etc.), should contact the lecturers of the two modules at the beginning of the semester in order to arrange an alternative syllabus.

Registration on the BlackBoard platform for the course is mandatory for all students. Information about initiatives, meetings, workshops and other events connected to the course will be provided via the BlackBoard mailing list.

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.