## **Political Leadership, Communication and Psychology**

## Prof. Patrizia Catellani; Prof. Alessandro Amadori

[Module 1 is cross-registered with the Degree Programme in Labour Management and Communication for Organisations under the name *‘Political Psychology’*]

[Module 2 is cross-registered with the Degree Programme in Labour Management and Communication for Organisations under the name ‘*Workshop of Political Marketing’*]

Module 1: *Political Psychology* (Prof. Patrizia Catellani)

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

The course aims to introduce students to the study of the relationship between people (citizens, militants and leaders) and politics. There will be a particular focus on political persuasion and communication through the media.

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

*Knowledge and understanding*

* Know the main theories of political psychology.
* Understand the main research methods used in psychology to study political attitudes and behaviour.
* Interpret the results of research in the field of political psychology.

*Ability to apply knowledge and understanding*

* Apply models and theories of political psychology for understanding the attitudes and behaviour of the various figures of the political domain.

*Independence of judgement*

* Develop a critical attitude with regards to current political issues.
* Be aware the psychological dynamics underlying voting decisions.
* Aware the accuracy of information, political and non-political, communicated via various channels.

*Communication skills*

* Critically address the political and non-political information conveyed from various sources.

***COURSE CONTENT***

The course will illustrate the different study areas of political psychology and will examine the main theoretical paradigms for each area and the results of the main empirical research on the subject.

1. Area of study and links with other disciplines.

2. Knowledge and political attitudes

3. Ideological orientation and socio-political values

4. Social categories and identities in politics

5. Conflict and integration between groups

6. Collective action

7. Voting decisions

8. Political persuasion and communication

***READING LIST***

*Based on the lectures*

* Lecture notes and teaching material available on Blackboard.
* Reading of two research papers related to the group project (downloadable from Blackboard).
* P. Catellani, *Psicologia politica,* Il Mulino, Bologna, 2011.

*Based on the textbooks*

P. Catellani, *Psicologia politica,* Il Mulino, Bologna, 2011.

P. Catellani-G. Sensales (ed.), *Psicologia della politica,* Cortina, Milan, 2011.

***TEACHING METHOD***

Lectures, discussion of empirical research, use of online support on the Blackboard platform.

In addition, students will have the opportunity to carry out research activity and take part to a group project in which they will be asked to: a) read a research paper; b) present it in class (using an educational approach); c) apply it to the current reality through empirical investigation.

***ASSESSMENT METHOD AND CRITERIA***

Written exam.

Students may choose between two exam options.

For the students choosing the reading list *based on the lectures*, the final exam will consist of a written test focused on: the texts on the reading list; and students’ individual contribution to group tasks during the course. The test will consist of ten multiple choice questions and four open-ended questions. The multiple-choice questions will each be evaluated with a score of 0 (in case of wrong or no answer) or 1 (in case of correct answer). Each of the open-ended questions will instead be evaluated with a score from 0 (in case of wrong or no answer) to 5 (in case of best answer). One of the open-ended questions will focus on group work and the score of the answer to this question, combined with the overall evaluation of the work carried out in the group, will also vary between 0 (in case of no answer) and 5 (in case of best answer). The evaluation will take into consideration the relevance, accuracy and completeness of the students’ answers as well as the appropriate use of specific terminology. Honours will be awarded to students with excellent performance in all course activities

Students who choose the *reading list based on textbooks* will take a written exam on the texts in the reading list. The written exam consists of ten multiple-choice questions and four open-ended questions. Evaluation criteria and assigned scores will be the same as those used in the test for *reading list based on lectures* (see above).

***NOTES AND PREREQUISITES***

There are no prerequisites in terms of content. However, interest and intellectual curiosity for the topics are required.

Students who are enrolled can find support materials on [*http://blackboard.unicatt.it*](http://blackboard.unicatt.it)

For information on the workshop, students can also consult the lecturer's virtual classroom ([*https://docenti.unicatt.it/ppd2/it/docenti/02902/patrizia-catellani/didattica*)](https://docenti.unicatt.it/ppd2/it/docenti/02902/patrizia-catellani/didattica)), or contact Giulia Buscicchio ([*giulia.buscicchio@unicatt.it*](mailto:giulia.buscicchio@unicatt.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.

Module 2: *Political Marketing* (Prof. Alessandro Amadori)

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

The course aims to provide theoretical, methodological and applied knowledge of political and electoral marketing. Students will be presented with tools for effectively positioning a political brand/product on the market. They will also learn how to set up political and electoral advisory activities using the most common approaches in the international context.

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

*Knowledge and understanding*

* Know key political marketing theories.
* Understand of the methods and practical implications of political and electoral marketing.

*Ability to apply knowledge and understanding*

* Identify the main elements of strategic and political marketing.
* Design, develop and deliver an electoral campaign.
* Apply narrative semiotics to political marketing.

***COURSE CONTENT***

1. Elements of strategic marketing

2. The development of political consultancy and approaches of political marketing

3. The tools of political marketing

4. Designing, developing and delivering an electoral campaign

5. Politics as narration

6. Applications of narrative semiotics to political marketing

***READING LIST***

A. Amadori, *Madre Silvio,* Edizioni Mind, Milan, 2011.

M. Mark-C.S. Pearson, *The Hero and the Outlaw,* McGraw Hill, New York, 2001.

***TEACHING METHOD***

Lectures with group exercises and integrated field work projects; a “hands-on” approach.

***ASSESSMENT METHOD AND CRITERIA***

Written exam.

Students may choose between two options for the examination.

Attending students will be assessed by means of a written test and the group task conducted in lectures. The written exam will focus on the notes and on online material (Blackboard) as well as lecture content. The exam will include ten open questions marked from 0 (in case of wrong or no answer) and 10 (in case of best answer). The evaluation will take into consideration the relevance, accuracy and completeness of the students’ answers as well as the appropriate use of specific terminology.

Non-attending students will be assessed by means of a written exam on the online material (Blackboard) and the texts on the reading list. The exam will include ten open questions marked from 0 (in case of wrong or no answer) and 3 (in case of best answer). The evaluation will take into consideration the relevance, accuracy and completeness of the students’ answers as well as the appropriate use of specific terminology.

***NOTES AND PREREQUISITES***

There are no prerequisites in terms of content. However, interest and intellectual curiosity for the topics are required.

Students who are enrolled can find support materials on *http://blackboard.unicatt.it*

For information on the course, students can also consult the lecturer's virtual classroom ([*https://docenti.unicatt.it/ppd2/it/docenti/02902/patrizia-catellani/didattica*)](https://docenti.unicatt.it/ppd2/it/docenti/02902/patrizia-catellani/didattica)), or contact Prof. Alessandro Amadori ([*alessandroamadori@istitutopiepoli.it*](mailto:alessandroamadori@istitutopiepoli.it)).

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.