# Public Humanities and Cultural Diplomacy

## Prof. Marta Massi

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

The main aim of this course is to provide students with the tools to understand the strategic communication discipline, combining the study of communication with the public humanities perspective. The course will privilege a reflective and practice-oriented approach, which means that theories and research will be described and discussed from different critical perspectives, and the role of contexts and situations (e.g., organizations, institutions, departments, agencies) will be emphasized.

This course will allow students to delve into the dynamics that inform this discipline, which rests on the assumption that art, language and education are among the most relevant entry points into a culture. In this sense, the importance and utility of strategic communication processes will be explored and discussed in terms of governmental practices and cultural relations within the theoretical framework defined by the ‘hard power-soft power’ equation.

Specifically, the course intends to provide students with:

* the theoretical pillars of strategic communication
* the basic concepts and tools for planning strategic communication campaigns
* the reality and the future of strategic communication practice
* scanning the organizational environment
* implementing and managing a strategic communication campaign
* the theoretical foundations of cultural diplomacy and cultural relations.

***COURSE CONTENT***

Strategic communication is a practice and research field that integrates established disciplines (public relations, organizational communication, corporate and business communication, integrated marketing communication) and comprises different forms of goal-oriented communication, inside and among organizations, their stakeholders and society. This course presents an overview of the main communication theories and models for the development of international relations and diplomacy. It will define and discuss the principles according to which international organizations and national governments organizations are increasingly promoting a strategic approach to international cultural relations, encouraging cooperation and co-creation of shared actions and programs, with a specific focus on the involvement of the cultural and artistic community in a decisive way. The course includes a total of 50 hours, that will be delivered from February to May.

***READING LIST[[1]](#footnote-1)***

All the learning materials will be indicated and made available, as per legal instructions, on Blackboard. As for *non-attending students* (see Warnings), an alternative program will be published on BlackBoard.

***TEACHING METHOD***

Coherently with the formative aims of the course, the lessons will be organized into: frontal classes, critical analysis and discussion of the main topics, critical discussion of case histories, individual assignments and practical group exercises.

***ASSESSMENT METHOD AND CRITERIA***

The learning level of students will be assessed based on multiple assignments including group projects and exams.

The evaluation will take into account the following elements:

- Completeness of both knowledge and practical skills;

- Ability to use what has been learned in the development of concrete projects;

- Ability to communicate projects’ objectives and results.

Furthermore, the following elements will also contribute to the final grade:

* active participation in the activties promoted during the lessons;
* active participation in recommended initiatives aimed at strengthening complementary skills (e.g., creative-productive and/or soft skills).

***NOTES AND PREREQUISITES***

This course requires students to have achieved a basic knowledge of at least one of the following forms of communication: sociological; psychological; or media-centered.

Students who, due to curricular reasons (e.g., curricular internships, international mobility, etc.), should be unable to attend the course will have to contact the Professor at the beginning of the semester to agree on the alternative program.

The registration to the Blackboard platform is mandatory for all students. Communications relating to course initiatives, meetings, workshops, and other activities will be provided through the Blackboard mailing list.

*Office hours – time and place*

The time and modality of the office hours will be published on Blackboard.

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)