

BRAND STORYTELLING

Prof. Francesco Cardinali

e-mail: francesco@advcreativi.com

degree course: PDS0-2021

degree class: LM-19

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: L-ART/06

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Andrea Fontana, *Storytelling d'impresa. La nuova guida definitiva*, HOEPLI, Milano (Italy), 2020, tutto
2. (A) Andrea Fontana, *Storie che incantano. Il lato narrativo dei brand.*, ROI Edizioni, Macerata (Italy), 2018, Parte 2 (dal capitolo 7 al 13) pagg 107-250
3. (C) Will Storr, *La Scienza dello storytelling. Come le storie incantano il cervello.*, CODICE Edizioni, Torino (Italy), 2020, Capitolo 4 + appendice pagg 153 - 216
4. (C) Francesco Giorgino, Marco Francesco Mazzù, *BrandTelling*, Egea, Milano, 2018, Capitoli 3, 4 e 5

aims:

The aim of the course is to provide the theoretical foundations, techniques and operational tools to communicate using the power of stories within brand marketing strategies.

prerequisites:

No particular prerequisites; it is advisable to have already studied the Social Media Marketing examination program.

content:

The contents of the Course cover contents regarding narrative power from the perspective of neuroscience and psychology, moving from the conceptual basis of storytelling to its practical application for brands, also through the analysis of case histories and classroom exercises. The contents on the "why", the "what", the "where" and above all the "how" (the operational methods) of this specific approach of communication as a marketing tool for brands will constitute the useful part to acquire a methodology that students will use in their own project work for the creation and planning of a brand storytelling.

CINEMATOGRAFIA DIGITALE

Prof. Anton giulio Mancino

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degree course: PDS0-2021 **degree class:** LM-19

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: L-ART/06

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Nicola Dusi, Giorgio Grignaffini, *Capire le serie tv. Generi, stili, pratiche*, Carocci, Roma, 2021, 77-184
2. (A) Jay David Bolter, Richard Grusin, *Remediation. Competizione e integrazione tra media vecchi e nuovi*, Guerini, Milano, 2002, 43-262
3. (A) Giacomo Manzoli, *Cinema e letteratura*, Carocci, Roma, 2003, 1-123
4. (A) Marina Pellanda, *Cinema e teatro. Influssi e contaminazioni tra ribalta e pellicola*, Carocci, Roma, 2012, 1-102

aims:

Develop an open attention to the central issues posed by the use of digital in cinema: multimediality, intermediality, transmediality, crossmediality.

prerequisites:

Technical competence in audiovisual matters and knowledge of audiovisual language.

content:

1. Fundamental issues in the epochal transition from analogue to digital cinema.
2. Case studies on rewriting and switching from one media form to another.

COMUNICAZIONE PUBBLICA E OPEN GOVERNMENT

Prof.ssa Valentina Polci

e-mail: v.polci@unimc.it

degree course: PDS0-2021

degree class: LM-19

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: SPS/08

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Gea Ducci, *Relazionalità Consapevole. La comunicazione pubblica nella società connessa*, Franco Angeli, Milano, 2017, 1-192
2. (A) Giancarlo Sturloni, *La comunicazione del rischio per la salute e l'ambiente*, Mondadori Università, Milano, 2018, 1-138
3. (A) Lucia D'Ambrosi, *L'identità europea nel nuovo millennio: strategie comunicative e processi partecipativi in "Problemi dell'informazione"*, Il Mulino, Bologna, 2019, 199-214
4. (A) R. Paltrinieri, *Culture e pratiche di partecipazione. Collaborazione civica, rigenerazione urbana e costruzione di comunità*, Franco Angeli, Milano, 2020, parti da concordare col docente

aims:

The course aims to provide theoretical and practical skills related to the types and fields of application of public and institutional communication, with particular reference to the processes of PA digitization

prerequisites:

Minimum knowledge of the functions and activities of public administration

content:

The course consists of the following topics:

1. Public communication in the age of the web
 - definitions and interpretive approaches
 - the regulatory framework
 - the models, functions and fields of application of public communication in the age of digital media (Urp, press office, spokesperson)
 - the policies for e-government
 - citizen participation and e-democracy
2. Social communication and digital media
 - the communication objectives of public and social communication
 - the techniques and strategies of digital social communication
 - the digital tools and channels
3. Risk communication
4. Europe's public communication

DIGITAL E SOCIAL MEDIA MARKETING

Prof. Giacomo Gistri

e-mail: giacomo.gistri@unimc.it

degree course: PDS0-2021 **degree class:** LM-19

total hours of tuition: 60

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: SECS-P/08

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Tuten, T. L., Solomon M. R., *Social media marketing*, Pearson, Milano, 3° edizione, 2020, tutto
2. (A) Di Domenica N., Redivo A., Rozzoni E., Crippa G., *Digital Marketing*, Pearson, Milano, 2020, Capitoli 1, 6, 7, 8, 9, 10
3. (A) Giacomo Gistri, *Reputazione aziendale e crisis management*, Franco Angeli, Milano, 2018, tutto
4. (C) Ricotta F., *Marketing nell'era dell'iperconnessione*, Pearson, Milano, 2020,
5. (C) Mandelli A., *Intelligenza artificiale e marketing*, Egea, Milano, 2018,
6. (C) Kotler P., Kartajaya H., Setiawan I., *Marketing 5.0. Tecnologie per l'umanità*, Hoepli, Milano, 2021,

aims:

The objectives of the course is to provide to the students a strong theoretical framework about digital and social media marketing

prerequisites:

To have a marketing basic knowledge.

content:

Through 50 hours of dialogical frontal teaching and 10 hours of practice, the following topics will be addressed:

- digital transformation in companies;
 - the business processes that are involved in the digitalization of a company;
 - reporting tools and campaign monitoring;
 - comparison between traditional and digital contact channels;
- the concept of reputation
- the measurement of reputation
- crisis management processes and communication
- The social media environment
- Social consumers
- Tactical planning and implementation
- Social Media Analytics

DIRITTO DELLA PUBBLICA AMMINISTRAZIONE NELL'ERA DIGITALE

Prof. Fulvio Costantino

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degree course: PDS0-2021

degree class: LM-19

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: IUS/10

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Cavallo Perin R., Galetta D.U., a cura di, *Diritto dell'Amministrazione Pubblica Digitale*, Giappichelli, Torino, 2020,

aims:

Knowledge of the administrative law in the era of digital transition, with a focus on public property, public services, contracts, transparency and anti-corruption law

prerequisites:

Public law or constitutional law and administrative law

content:

The course examines the special parts of administrative law and the application of the general principles - national, european and international - to these fields. In particular the course includes: public goods, public services, public contracts, e-Government, transparency and anti-corruption policies

DIRITTO DELLE TECNOLOGIE DIGITALI E DELLA PRIVACY

Prof. Simone Calzolaio

e-mail: simone.calzolaio@unimc.it

degree course: PDS0-2021 **degree class:** LM-19

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: IUS/08

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) S. Calzolaio, *Protezione dei dati personali (voce)*, UTET Giuridica, Milano, 2017, pp. 594-635
2. (C) AA.VV., *Trasparenza e privacy. Conflitti e bilanciamenti fra storia e teoria*, EUM, Macerata, 2016,
3. (A) S. Calzolaio (a cura di), *Ubi data, ibi imperium: il diritto pubblico alla prova della localizzazione dei dati*, Rivista italiana di informatica e diritto, n. 1/2021, Firenze, 2021, pp. 5-78

aims:

Knowledge of the main themes of internet law and data protection law

prerequisites:

Basic knowledge of Italian public law

content:

The course deals with the system of national, European and international rules, concerning the regulation of the Internet, with particular regard to the legal system and the rights and powers of the main subjects of the internet network (users, providers, public authorities). In particular: data protection and data governance, AI, copyright, domain name law, the Italian code of digital administration and administrative transparency. The object of interdisciplinary analysis is "The impact of artificial intelligence on digital communication in the transition to the metaverse".

ECONOMIA DELLA COMUNICAZIONE DIGITALE

Prof.ssa Rosita Pretaroli

e-mail: pretaroli@unimc.it

degree course: PDS0-2021 **degree class:** LM-19

total hours of tuition: 60

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: SECS-P/02

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) M. Gambaro e C. A. Ricciardi, *Economia dell'Informazione e della Comunicazione*, Roma, Università LATERZA, 2002, cap I, II, III (da pag. 3 a pag. 122)

aims:

Improve knowledge thorough the main distinctive features of information as an economic resource.
Analyses specifically economic policy on digital transformation.

prerequisites:

None

content:

The course develops along these contents:

- the distinctive characters of digital economy
- european and national digital economic policy

ETNOGRAFIA DIGITALE

Prof.ssa Alessia Bertolazzi

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degree course: PDS0-2021 **degree class:** LM-19

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: SPS/07

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Caliendo A., Gandini A., *I metodi digitali nella ricerca sociale*, Carocci, Roma, 2019, pp. 158, tutti i capitoli
2. (A) Tipaldo G., *L'analisi del contenuto e i mass media*, il Mulino, Bologna, 2014, capp. 1, 2, 3, 6

aims:

The objective of the course is to offer theoretical knowledge and technical skills related to digital ethnography and qualitative social research on digital spaces. Students will demonstrate the ability to collect and analyse digital data

prerequisites:

None

content:

The course aims to provide the student knowledge, methods and techniques to interpret contemporary networked identities and subjectivities, such as digital consumer identities and cultures. In detail, the course focuses on theoretical and practical techniques for doing qualitative research on social media environments.

INFORMATICA MULTIMEDIALE E INTELLIGENZA ARTIFICIALE

Prof.ssa Marina Paolanti

e-mail:

degree course: PDS0-2021

degree class: LM-19

total hours of tuition: 60

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: ING-INF/05

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Andrea Giachetti, *Tecnologie Informatiche e Multimediali*, QuiEdit, Verona, 2011, Pagine/Capitoli: 134 pp

aims:

Students will acquire a basic background that enables them to design and use multimedia systems, including those based on artificial intelligence methods.

prerequisites:

Basic computer courses and labs in the area of computer science are preparatory to this course.

content:

The program consists of the following contents for both attending and nonattending students:

1. Introduction. Definition of multimedia. State of the art in multimedia systems. Applications.
2. Representations. Images (raster and vector), animations, and video. Compression. Introduction to 3D graphics.
4. Perception. Color. Fundamentals of Image processing and Computer Vision.
5. Design of multimedia systems. Graphical and intelligent interfaces. Augmented, virtual and mixed reality.
6. Introduction to Artificial Intelligence for multimedia applications. Low-coding solutions for Artificial Intelligence and Deep Learning.
7. Use cases and applications of the topics studied.

LABORATORIO DI DIRITTO E POLICY DEI SOCIAL MEDIA

Prof. Ottavio Grandinetti

e-mail: o.grandinetti@studiolegalegrandinetti.it

degree course: PDS0-2021

degree class: LM-19

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 4

Discipline Scientific Sector: IUS/08

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Avanzini G., Mattucci G., Musselli L., *Informazione e media nell'era digitale*, Giuffrè Francis Lefebvre, Milano, 2019, pp. 81-137; pp. 257-273; pp. 355-371; pp. 415-431

aims:

The laboratory teaching is aimed at providing an overview of the policies and the national, EU and European (ECHR) rules governing social media. with special regard to Facebook and Twitter.

prerequisites:

Not Applicable

content:

National, EU and European (ECHR) rules (policies and laws) governing social media. Study of the main cases judged by national, EU and European Courts about social media, with particular regard to Casapound v. Facebook case, and latest developments about Schrem v. Facebook case (EU Court of justice 16 July 2020 in the case C-311/18).

LABORATORIO DI ETICA DELL'INTELLIGENZA ARTIFICIALE

LABORATORIO DI ETICA DELL'INTELLIGENZA ARTIFICIALE

Prof.ssa Simona Tiribelli

e-mail: simona.tiribelli@unimc.it

degree course: PDS0-2021 **degree class:** LM-19

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 4

Discipline Scientific Sector: M-FIL/03

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:
(to be specified)

aims:

The lab aims at offering conceptual and practical tools to understand and investigate ethical issues and challenges concerning the design and use of digital technologies based on artificial intelligence (AI) systems.

prerequisites:

None. However, it is recommended to attend the module "Etica dei Media Digitali" (course "Psicologia ed Etica dei Media Digitali") held by Prof. Benedetta Giovanola.

content:

- Introduction to artificial intelligence (AI) ethics:
Moral principles, AI ethical guidelines, European AI strategy
- Methodology: ethics by design and value-sensitive design
- AI systems/techniques: machine learning (ML) and deep learning (DL)
- Ethical issues and case studies:
 - AI, ethics, employment
 - AI, ethics, education
 - AI, ethics, digital health
 - AI, ethics, accountability, explainability
 - AI, ethics, sustainability and urban spaces

LABORATORIO DI INTELLIGENZA ARTIFICIALE PER LA COMUNICAZIONE

Prof. Emanuele Frontoni

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degree course: PDS0-2021 **degree class:** LM-19

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 4

Discipline Scientific Sector: ING-INF/05

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:
(to be specified)

aims:

The aim of the course is to know the basic tools necessary to deal with the understanding, use and creation of Artificial Intelligence systems in the field of multimedia communication.

prerequisites:

None

content:

- Low / no coding environments for Artificial Intelligence
- Deep network architectures: Autoencoders, Convolutional Neural Networks, Recurrent and Recursive Networks, etc.
- Deep network training
- Tutorials on Deep Learning and multimedia data in the communication sector
- Introduction to adversary generative networks (GAN) and use cases in the communication sector

LABORATORIO IN DIGITAL E SOCIAL MEDIA MARKETING

Prof.ssa Francesca Arienzo

e-mail: francescaariento@hotmail.com

degree course: PDS0-2021 **degree class:** LM-19

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 4

Discipline Scientific Sector: SECS-P/08

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) (a cura di) Mirko Pallera, *Il manuale Ninja del web marketing*, Flacowski Editore, Palermo, 2020, 576
2. (A) Vincenzo Cosenza, *Marketing aumentato*, APOGEO, Milano, 2021, 179 p. Per tutti gli aggiornamenti consultare il blog vincos.it

aims:

The Workshop aims to enrich the culture of digital communication and increase skills in the use of social media, especially by the experience of learning by doing.

prerequisites:

There are no particular, previous prerequisites necessary to take part in the Workshop.

content:

- Introduction to digital marketing
- Social Media Strategy
- The digital communication strategies
- Peculiarities of the main social platforms and digital tools to be known
- Insights on Facebook and Instagram
- Social advertising and planning campaigns
- SEO (Search Engine Optimization) and SEM (Search Engine Marketing)
- Project work: students will elaborate a document that tells the social strategy implemented to manage a company page on Facebook and/or Instagram

LABORATORIO SULLE COMPETENZE TRASVERSALI

Prof.ssa Ramona Bongelli

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degree course: PDS0-2021

degree class: LM-19

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 4

Discipline Scientific Sector: M-PSI/01

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Carlotta Gaetano, *Soft skills. Con-vincere con le competenze trasversali e raggiungere i propri obiettivi*, Franco Angeli, Milano, 2015, il testo va studiato integralmente

aims:

The workshop is intended to be a place where theoretical knowledge is provided with respect to transversal competences or soft skills and a space where everyone can train in their use

prerequisites:

None

content:

The workshop will be structured in two modules

In the first module, some of the "soft skills" considered necessary for effective management of working (and non-working) relations will be presented and described. Specifically, the focus will be on communication, motivational, leadership, negotiation and empathic skills, and personality characteristics (self-confidence, optimism, creativity, etc.).

In the second module, the focus will shift to digital soft skills and, in particular, to those considered crucial for collaboration: virtual communication, digital team working and digital problem solving.

LETTERATURA DIGITALE

Prof. Andrea raffaele Rondini

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degree course: PDS0-2021 **degree class:** LM-19

total hours of tuition: 60

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: L-FIL-LET/11

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) A. Rondini, *Dall'utopia alla crisi*, Carocci, Roma, 2020,
2. (A) Han Byung - Chul, *Nello sciame*, Nottetempo, Milano, 2015,
3. (A) A. Baricco, *The Game*, Einaudi, Torino, 2018,
4. (A) S. Turkle, *Insieme ma soli*, Einaudi, Torino, 2019,

aims:

Fictions, social media, new technologies
Literature and digital world
Digital native literature
Immersivity
Role of the readers
Short forms
Social reading, social literature
Fan fiction
Cross-trans-mediality
The digital debate

prerequisites:

Prerequisites are not in demand

content:

Fictions, social media, new technologies
Literature and digital world
Digital native literature
Immersivity
Role of the readers
Short forms
Social reading, social literature
Fan fiction
Cross-trans-mediality
The digital debate

FREQUENTING/NON FREQUENTING STUDENTS

A. Rondini, *Dall'utopia alla crisi*, Roma, Carocci, 2020 2 cfu
Byung Chul Han, *La salvezza del bello*, Milano, Nottetempo, 2019 2 cfu
A. Baricco, *The Game*, Torino, Einaudi, 2018 2 cfu
Byung-Chul Han, *Nello sciame*, Milano, Nottetempo, 2015 2 cfu
S. Turkle, *Insieme ma soli*, Torino, Einaudi, 4cfu

LINGUA INGLESE PER LA COMUNICAZIONE MEDIATICA

Prof.ssa Raffaella Merlini

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degree course: PDS0-2021

degree class: LM-19

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: L-LIN/12

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Ceramella, N. & Lee, E., *Cambridge English for the media*, CUP, Cambridge, 2008,
2. (A) Durant, A. & Lambrou, M., *Language and media*, Routledge, London, 2009, pagg. 2-53 e 68-97
3. (C) Merlini, R., *Training for flexibility: The challenges of interpreting for film festivals*. In L. Cirillo & N. Niemants (eds) *Teaching Dialogue Interpreting. Research-based proposals for higher education*, John Benjamins, Amsterdam/Philadelphia, 2017, pp.137-157
4. (C) Marshall, J. & Werndly, A., *The language of television*, Routledge, London, 2005,
5. (C) Reah, D., *The language of newspapers*, Routledge, London, 2008,

aims:

The course aims at developing the students' mastery (at B2+ level) of the syntactic, lexical and textual features of a variety of media texts in English.

prerequisites:

Knowledge of the English language at B1+/B2 level of the CEFR (Common European Framework of Reference for Languages).

content:

The course offers a theoretical overview of media discourse, along with practical language learning activities. In the theoretical and analytical part, the concepts of media event, text genre, informative and persuasive functions, and rhetorical strategies of media communication will be explored. Practical language learning activities will include the production of written texts belonging to a selection of media genres, from newspaper articles to movie reviews. Oral competences will be developed through role-played interviews with figures of the film-making industry.

MODELLI ORGANIZZATIVI, RETI E PROCESSI COMUNICATIVI

Prof. Emmanuele Pavolini

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degree course: PDS0-2021

degree class: LM-19

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: SPS/09

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Bonazzi Giuseppe, *Storia del pensiero organizzativo*, FrancoAngeli, Milano, 2016, Volumi I, II, III
2. (A) Maurizio Catino, *Capire le organizzazioni*, Il Mulino, Bologna, 2012,

aims:

The course will illustrate the main authors that have innovated organisation theory in order to offer the students analytical tools to study complex organisations.

prerequisites:

(none)

content:

The course will analyse how theory has considered actors and institutions in reference to the functioning of organisations, as well as leadership styles, relational and communication models, ways to handle conflicts. The most relevant researches for each of the above issues will be illustrated and discussed in the course. There will be a specific focus on the issues decision-making in organisations and on the role of technology.

PSICOLOGIA ED ETICA DEI MEDIA DIGITALI DIGITALI

Prof.ssa Benedetta Giovanola

MOD.A ETICA DEI MEDIA

e-mail: benedetta.giovanola@unimc.it

degree course: PDS0-2021 **degree class:** LM-19

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: M-FIL/03

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) A. Fabris (a cura di), *Etiche applicate. Una guida*, Carocci, Roma, 2018, Parte seconda: Etica e comunicazione (capp. 9, 10, 11, 12)
2. (A) L. Floridi, *Etica dell'intelligenza artificiale*, Raffaello Cortina, Milano, 2022,

aims:

Analysis of the relationship between ethics and communication both from a theoretical and an applied perspective; articulation of the ethical dimension of major contemporary media.

prerequisites:

None

content:

Ethical dimension of communication; ethical dimensions of digital media and artificial intelligence; EU values, digital media and artificial intelligence.

PSICOLOGIA ED ETICA DEI MEDIA DIGITALI MEDIA DIGITALI

Prof.ssa Ramona Bongelli

MOD.B PSICOLOGIA DEI

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degree course: PDS0-2021 **degree class:** LM-19

total hours of tuition: 30

European Credit Transfer and Accumulation System (ECTS): 6

Discipline Scientific Sector: M-PSI/05

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Riva Giuseppe, *Psicologia dei nuovi media (terza edizione)*, Il Mulino, Bologna, 2012, Capitoli 4, 5, 6, 7, 8
2. (A) Riva Giuseppe, *I social network (seconda edizione)*, Il Mulino, Bologna, 2016, da studiare integralmente
3. (A) Riva Giuseppe, Gaggioli Andrea, *Realtà virtuali. Gli aspetti psicologici delle tecnologie simulatore e il loro impatto sull'esperienza umana*, Giunti, Firenze, 2019, da studiare integralmente

aims:

The course aims to provide theoretical tools useful for understanding the changes, not only communicative but also psychological, identity and relational, resulting from the advent of digital media.

prerequisites:

None

content:

The digital media psychology module will be divided into two sub-modules.

In the first sub-module [3 cfu] the focus will be on how the digital media have influenced our way of perceiving and conceiving reality; of acting and interacting (i.e. of building and maintaining relationships); of thinking ourselves; of constructing our identity and sharing its images.

In the second sub-module [3 cfu] the focus will be (a) on the roles played by social networks in communicative, identity and relational processes (opportunities, risks and limits), and (b) on the psychological aspects of simulative technologies (virtual realities) and their impact on human experience.

PUBLIC SPEAKING AND LEADERSHIP DEVELOPMENT

Prof. Andrea Cegolon

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degree course: PDS0-2021 **degree class:** LM-19

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 4

Discipline Scientific Sector: M-PED/01

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) Garr Reynolds, *Presentation Zen: Simple Ideas on Presentation Design and Delivery*, New Riders, San Francisco (US), 2011,
2. (A) Chris Anderson, *TED Talks: The Official TED Guide to Public Speaking*, Mariner Book, Boston US, 2016,

aims:

Students will learn the skills and strategies needed to prepare and deliver different types of speech based on the context and audiences.

prerequisites:

The course is meant for students with an intermediate level of proficiency of the English language (CEFR: B1-B2).

content:

- 1) Getting Started:
 - Managing Speech Anxiety
 - Improving your Confidence
- 2) Analyzing an Audience
 - Listening
 - Analyzing Your Audience
 - Adapting to Your Audience as You Speak
- 3) Preparing a Speech
 - Selecting a Topic and Purpose
 - Developing Your Speech
 - Supporting Your Speech
- 4) Crafting a Speech
 - Organizing Your Speech
 - Outlining and Reviewing Your Speech
 - Developing an Introduction and a Conclusion
- 5) Delivering a Speech
 - Methods of Delivery
 - Non-verbal Communication
 - Verbal Communication
- 6) Types of Speech
 - Informative Speech
 - Persuasive Speaking
 - Speaking on Special Occasions

QUESTIONI DI GENERE: ALCUNE DOMANDE DEL PRESENTE

Prof.ssa Alessia Bertolazzi

e-mail: alessia.bertolazzi@unimc.it

degree course: PDS0-2021 **degree class:** LM-19

total hours of tuition: 6, 12

European Credit Transfer and Accumulation System (ECTS): 1, 2

Discipline Scientific Sector: SPS/07

module type: -

semester: n/i

(A)=Adopted, (C)=Recommended textbooks:

(to be specified)

aims:

(to be included)

prerequisites:

(to be included)

content:

(to be included)

QUESTIONI DI GENERE: ALCUNE DOMANDE DEL PRESENTE

Prof.ssa Alessia Bertolazzi

e-mail: alessia.bertolazzi@unimc.it

degree course: PDS0-2021 **degree class:** LM-19 **logistic sharing:** classe L-20

total hours of tuition: 6, 12

European Credit Transfer and Accumulation System (ECTS): 1, 2

Discipline Scientific Sector: SPS/07

module type: -

semester: n/i

(A)=Adopted, (C)=Recommended textbooks:

(to be specified)

aims:

(to be included)

prerequisites:

(to be included)

content:

(to be included)

STORIA DEL GIORNALISMO E DEI MEDIA DIGITALI

Prof. Jacopo Lorenzini

e-mail: jacopo.lorenzini@unimc.it

degree course: PDS0-2021

degree class: LM-19

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: M-STO/04

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Giovanni Gozzini, *Storia del giornalismo*, Bruno Mondadori, Milano, 2011,
2. (A) Gabriele Balbi, Paolo Magaudda, *Storia dei media digitali. Rivoluzioni e continuità*, Laterza, Roma-Bari, 2014,
3. (C) Andrea Sangiovanni, *Le parole e le figure. Storia dei media in Italia dall'età liberale alla seconda guerra mondiale*, Donzelli, Roma, 2012,
4. (C) Andrea Sangiovanni, *Specchi infiniti. Storia dei media in Italia dal dopoguerra ad oggi*, Donzelli, Roma, 2021,
5. (C) Robert Darnton, *I censori all'opera*, Adelphi, Milano, 2017,
6. (C) Robert Darnton, *Il bacio di Lamourette*, Adelphi, Milano, 1994, Capitoli III, IV, V e VI

aims:

The student will get a basic knowledge of the history of journalism and media (XVIII-XX Century) and a focus on the structure of the contemporary media system.

prerequisites:

Contemporary history: basic knowledge.

content:

The course will be structured in two parts:

- History of journalism and media, XVIII-XX Century.
- History and features of contemporary journalism and media.