

General Information	
Academic subject	SOCIOLOGY OF PUBLIC AND CORPORATE COMMUNICATION
Degree course	SOCIOLOGY INSTITUTIONAL AND ENTERPRISE COMMUNICATION
Curriculum	
ECTS credits	
Compulsory attendance	no
Language	Italian

Subject teacher	Name Surname	Mail address	SSD
	Angela Mongelli	angela.mongelli@uniba.it	SPS08

ECTS credits details	Disciplinary Sector	SDS	Credits
Basic teaching activities	I4/C2	SPS 08	9

Class schedule	
Period	I Semester a.a.2018-2019
Year	I
Type of class	Lecture, practice exercises (individual or in group)

Time management	
Hours measured	1 hour = 60 minutes
In-class study hours	60
Out-of-class study hours	165

Academic calendar	
Class begins	15 October 2018
Class ends	31 January 2019

Syllabus	
Prerequisite requirements	
Expected learning outcomes	<p><i>Knowledge and understanding</i> Basic knowledge about the peculiarity of the sociological science. Ability to understand the main sociological terms applied to communication in the public and private sector. Good knowledge about the cultural and communicative processes from the point of view of the sociological theory.</p> <p><i>Applying knowledge and understanding</i> Being able to apply the main theoretical tools of sociology to the exploration, observation, analysis and interpretation of cultural and communicative dynamics</p> <p><i>Making informed judgements and choices</i> Good level of critical thinking and reflection acquired through the application of analytical tools of sociology to the cultural and communicative processes</p> <p><i>Communicating knowledge and understanding</i> Good level of communication skills to develop during classroom simulation, even during frontal lecture and team working</p>

	<p>exercises</p> <p><i>Capacities to continue learning</i> Good level of self-learning skills, including the use of web to look for information and detailed contents, as well as the cooperative learning during the work group</p>
<p>Contents</p>	<p>The course will start with an introduction on Sociology as social science, with specific attention to its specific field of study and the main theoretical sociological paradigms.</p> <p>The first part will be dedicated to the communication in public and institutional settings. Specific attention will be accorded to the complexity of the communication, the analysis of the main components playing a role in the communication process and the drivers of success of the communication. An overview about the relation between agency (individual and group) and structures (organisations, decisional systems, communication channels etc.) will be offered in the field of public speaking. The individual analysis (reality check) and the pragmatic of/into communication will be the main themes developed in relation with an effective public communication.</p> <p>The second part will be dedicated to the social and cultural dynamics of enterprise communication. The communication as a strategic function of the enterprise will be examined by starting from its historical roots. The functions of communication will be analysed in relation with the business aims, the resources, the organisation of workers, the company's ideology.</p> <p>One focus will be how non-intentional communication contributes to the building of the company's identity, which will be analysed as an effect of a process of <i>narrative construction</i>. This process involves professionals of communication, the relation with stakeholders, the local/territorial assets and the different communication environments in which the company goes through. Other issues explored will be the social dimension of enterprise communication (i.e. social responsibility), the dilemma truth vs. trust, the impact on values, the effects of reality substitution.</p> <p>The third part is dedicated to the planning and the evaluation of communication. Main themes will be the following:</p> <ul style="list-style-type: none"> - Goal setting in communication campaigns (awareness, activation, advocacy, engagement, reputation) - Ex-post evaluation of communication projects and plans - Systems of indicators for evaluation - Social Media and RoI (Return of Investments) - Evaluation of efficacy and of the transferability - Added value of brought by the Human and Relational Capital in the communication campaigns

Course program	
Bibliography	<p>First part:</p> <ul style="list-style-type: none"> - Pietro Citarella (2017), Social media e PA: La comunicazione istituzionale ai tempi di Facebook, Franco Angeli; - Gabriele Priulla (2008), La comunicazione delle pubbliche amministrazioni, Laterza <p>(selected chapters will be communicated at the beginning)</p> <p>Second part:</p> <p>Nando dalla Chiesa (2012). Profili sociali della comunicazione d'impresa. La classe creativa tra cultura e organizzazione. Franco Angeli (chapters 2, 3, 4, 8, 10 e 11)</p> <p>Third part:</p> <p>Stefania Romenti (2016) Misurare il Capitale comunicativo, Franco Angeli</p>
Notes	Optional further study materials will be proposed by the teacher
Teaching methods	Lecture, practice exercises (individual or in group)
Assessment methods	Written and oral exam.
Further information	