



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Laboratorio 7 - Comunicazione e innovazione

2021-3-E1601N086

---

#### Learning objectives

- Raising awareness of the complexity of communicating innovation, with particular attention to new technologies and organizational contexts.
- Providing analytical tools to manage situations that arise with innovation.
- Providing useful tools to manage innovation through communication.

#### Contents

The laboratory will consist of theoretical lessons with reference to current events and real contexts. Tools will be provided to analyze the communicative situations in which one is dealing with a technological innovation, providing operational indications in various social contexts that students will apply in a final work.

#### Detailed program

ABC of communication: inform, exchange, participate.

- Technology: logos and myths of innovation.
- Perception of innovation: social field, capitals and habitus; grid/group; symbolic violence.
- Innovation as a continuous process: circulation from creative idea, institutionalization, communication and socialization in a case study.
- Communication of innovation and risk perception: risk/opportunity map, option between direct choice and fiduciary delegation, values and symbolic world.

## **Prerequisites**

- To be enrolled from the 3rd year onwards;
- Passing the Mathematics and Statistics exams;
- To have achieved from 90 CFU onwards (at the time of enrollment in the laboratory);
- To have included the laboratory in the curriculum.

## **Teaching methods**

Asynchronous lessons. Meetings in groups will be organized for the preparation of the papers.

## **Assessment methods**

Qualification based on a case study agreed with the teacher and developed in small groups.

## **Textbooks and Reading Materials**

The teaching materials will be communicated during lessons.

---