UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Communication, Negotiation and New Media

2122-2-F6302N042

Learning objectives

The intended learning objectives (LO) are:

LO–1: Becoming familiar with the basic principles of Public Speaking.

LO-2: Being able to give an effective presentation in public (online and offline).

LO–3: Becoming familiar with the basic principles of Communication and Public Relation.

LO–4: Writing effective press releases.

LO-5: Learning main sociological theories to read communication processes

LO–6: Becoming familiar with the basic principles of negotiation.

LO–7: Learning how to read and use a peer-reviewed paper about communication.

Contents

This course is for students firstly to build mainly on public speaking, writing, presentation skills, acquiring also basic principles of communication theories from a sociological perspective. Secondarily, for students to acquire basic negotiation skills. A special focus will be given on the case of financial communication

Detailed program

This class is intended to explore and analyse basic principles of communication and negotiation. The course starts from the principle of effective public speaking, moving on presentation skills to the basic principle of communication in writing. Secondarily, for students to acquire basic negotiation skills. A special focus will be given on the case of financial communication and education,

Students will run simulations of public speaking, of PR writing and look at real example from public, private and non-profit sector scenarios. How do you pitch potential clients? How to write and effective press release? Which frame to use during a communication crises? Why is mirroring very useful in certain type of negotiations? The course will answer these questions and emphasizes weekly practical assignments. Readings and video clips include works by practitioners and scholars.

Attending students will be required to participate actively in written and oral exercises. Students' presentations will occasionally be recorded, on a voluntary base, and made available for students to view.

Prerequisites

None

Teaching methods

The course is entirely held in ENGLISH LANGUAGE. The course includes: theoretical lectures, reading of papers from peer-reviewed journal, analyses of video and talks, illustration of case histories, experts' testimonies, discussions and group exercises in the classroom, classroom presentations. More information will be given during the lessons on https://elearning.unimib.it/

Assessment methods

For "ATTENDING STUDENTS", i.e. those who attend at least 50% of the lesson (24 hours out of 48 hours) the students assessment will consist in two part (A1 and A2):

A.1) a FINAL WRITTEN EXAM with 5 open questions in English, on the texts illustrated in the section"Required readings" below;

and

A.2) a TEAM PRESENTATION to be presented in the classroom in groups of minimum 2 and no more than 3 persons, showing public speaking skills, on topics agreed in the course with the teacher. Marks attributable for the

TEAM PRESENTATION range from 0 to 5. Marks will be added to the outcome of the FINAL WRITTEN EXAM if the latter is passed with a mark of at least 18 out of 30. The TEAM PRESENTATION must be submitted to the teacher by the deadline indicated during the lessons and published on https://elearning.unimib.it/ , and in any case within the end of lessons.

For “NOT ATTENDING STUDENTS” (i.e. those who will not attend at least 50% of the lesson), the exam will consist of a FINAL WRITTEN EXAM with 8 open questions in English on the texts illustrated in "Required readings" below

Any further information about students’ assessment will be provided during the course through the platform https://elearning.unimib.it/ .

Students’ type of assessment (oral, written, others, online, offline) may be subject to change in case of pandemic emergency situations

Textbooks and Reading Materials

FOR ATTENDING STUDENTS. All attending students - - i.e. those who will attend at least 50% of the lessons (24 hours out of 48) - will have to study all the readings indicated below:

Gallo C., (2014), *Talk Like TED: The 9 Public Speaking Secrets of the World's Top Minds, St Martins Pr*; New edizione (only PART I “Emotional”).

Mc Quail D., Deuze M., (2020), *Media&Mass communicaton Theory*, SAGE, 7h Edition (only PART 2: “THEORIES”).

Nijkrake J., Jordy F., Gosselt H.F., Gutteling J.M., (2015), “Competing frames and tone in corporate communication versus media coverage during a crisis”, in «Public Relations Review», Volume 41, Issue 1, March, pp. 80–88.

Rinaldi E.E., (2016), The relationship between financial education and society: a sociological perspective, in «Italian Journal of Sociology Of Education», vol. 8 (n.3), pp. 126-148.

Voss C., Raz T., (2016), *Never Split The Difference: Negotiating as if Your Life Depended on It,* USA, HarperCollins.

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FOR NOT-ATTENDING STUDENTS.

Not attending students will have to study all the reading indicated below:

Gallo C., (2014), *Talk Like TED: The 9 Public Speaking Secrets of the World's Top Minds, St Martins Pr*; New edizione.

Gregory D. Saxton & Richard D. Waters (2014) What do Stakeholders *Like* on Facebook? Examining Public Reactions to Nonprofit Organizations’ Informational, Promotional, and Community-Building Messages, in «Journal

of Public Relations Research»„ 26:3, 280-299, DOI: 10.1080/1062726X.2014.908721.

Mc Quail D., Deuze M., (2020), *Media&Mass communicaton Theory*, ed. SAGE, 7h Edition (PART 2 “THEORIES” and PART 5“Content”).

Menkel-Meadow C., (2000). Teaching about gender and negotiation: Sex, truths, and videotape, , in «Negotiation Journal»„ 16(4), 357-375.

Nijkrake J., Jordy F., Gosselt H.F., Gutteling J.M., (2015), “Competing frames and tone in corporate communication versus media coverage during a crisis”, in «Public Relations Review», Volume 41, Issue 1, March, pp. 80–88.

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Voss C., Raz T., (2016), *Never Split The Difference: Negotiating as if Your Life Depended on It,* USA*,* HarperCollins.

Semester

II semester

Teaching language

English