SYLLABUS DEL CORSO

Laboratorio 4 - Comunicare online fra strategie e scrittura

2324-3-E4001N104

Learning objectives

The aim of the workshop is twofold: on a one hand, the students will learn to analize the communicative strategies produced and widespread in the digital media and, on the other hand, they will learn to apply the various forms of digital writing also in the field of the social research, in order to develop new innovative and participative ways of communicating the social research outputs

Contents

The workshop will deal with the following topics from a theoretical and praxis-oriented perspective: creativity; the different forms of digital writing and online communication; ethic questions concerning the online communication and good practices; the shaping of social networks; the building of digital identities through online interactions, practices and discourses

Detailed program

Prerequisites

Preliminary knowledge is not required.

Teaching methods

Assessment methods

The students will be evaluated on the basis of their participation during the lessons and there will be a final exam to assess the acquired skills related to discourse organization and the application of the argumentative models.

While there won't be midterm exams, during the lessons it is mandatory for the students to actively participate, as this will influence the final evaluation. During the **exercises**, the students will be split in small groups and they will be individually evaluated in the basis of the:

- constructive *collaboration* in reaching the shared goal;
- *application* of the methods and the notions explained by the teachers;
- *correct use* of the discursive materials provided;
- ability to *summarize* all the various argumentative positions within the group;
- capacity to *argue* through the construction of an effective organized speech.

The **final exam** will provide an evaluation of the skills needed to apply the main concepts expressed during the workshop and the argumentative models, especially in an analytical key.

Textbooks and Reading Materials

Sustainable Development Goals

QUALITY EDUCATION