



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Comunicazione, Negoziazione e Nuovi Media

2324-2-F6302N050

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#### Learning objectives

The intended learning objectives (LO) are:

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

LO-2: Becoming familiar with the basic principles of negotiation.

LO-3: Becoming familiar with the basic principles of financial communication and education

LO-4: Learning main sociological theories to read communication audience

LO-5: Learn main communication tools to influence people's behaviour

#### 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. Secondly, for students to acquire basic negotiation skills

#### Detailed program

The course aims to explore and analyze the basic principles of communication and negotiation. The course starts with the basic principles of effective public speaking, moving on to presentation skills, the basic principles of communication, and the study of different types of audiences. It continues with some readings and exercises aimed

at enabling students to acquire basic negotiation skills and ends with focusing on financial communication and education processes.

Students will perform simulations of presentation in public and processing of written texts in the context of typical Public Relations activities and will analyze real examples of presentations and communication activities drawn from the public, private, and non-profit sectors. How to make a presentation in public? How to write an effective press release? Why is mirroring very useful in certain types of negotiations? What is the relationship between financial education and financial communication? The course will answer these questions and engage students in weekly practical assignments.

Students will be required to participate actively in the classroom

## **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

## **Assessment methods**

There are two ways of verifying learning

MODE 1: Group project + exam

For students who choose this method, the assessment will be structured as follows:

1a. written test of 5 open questions in English on the texts of the first module (the exact list of texts will be indicated in class and will be a subset of the texts listed in the section "Reference texts below") + \*\* 1b:\*\* a group project to be presented in the classroom by the end of the course in the form of an oral presentation with the aid of slides demonstrating one's public speaking skills (with a score between 0 and 5, to be added to the test mark written if over 18/30)

MODE 2: Exam

For students who choose this method, the assessment is structured as follows: a written exam of 8 open questions in English on texts indicated below in the "Textbooks and Reading Materials" section

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Any further information about students' assessments will be provided during the course through the platform <https://elearning.unimib.it/> in the section of the course labeled "INFORMATION FOR THE EXAM"

Page updated on 21/June/2026

## Textbooks and Reading Materials

Textbooks and Reading Materials:

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

Institute for Government, Cabinet Office (2014), MINDSPACE. Influencing behaviour through public policy. ONLY FROM PAGE 1 TO PAGE 68. File available from <https://www.instituteforgovernment.org.uk/sites/default/files/publications/MINDSPACE.pdf>

Mc Quail D., Deuze M., (2020), *Media&Mass communication Theory*, ed. SAGE, 7th Edition (only PART 6 "Audience").

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.

## Semester

II semester

## Teaching language

English

## Sustainable Development Goals

REDUCED INEQUALITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION

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