UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Communications Law

2425-1-F7702M046

Learning objectives

The "Communications Law & Policy" course is part of the master's degree in "Marketing and Global Markets", i.e. the two-year course aimed at developing economic-business knowledge and professional skills for the management of marketing processes (consumer/retail marketing and trade/business to business marketing), in an advanced vision of marketing and with specific reference to the management of companies in global markets. In this context, and in light of the development of globalization which affects even Italian companies, the course aims to provide students with the legal notions inherent to the national and EU system of telecommunications and advertising communication; the indispensable tools for understanding the national and EU regulation of telecommunications and advertising communication (including self-regulatory phenomena); the fundamental features of the national and EU regulation of (digital) television, audiovisual media and new technologies - first and foremost the Internet and the Artificial Intelligence.

Contents

The "Communications Law & Policy" course is based on the study of the national, self-disciplinary and EU legal framework regarding, respectively, advertising communication, the communications system and, finally, individual and business rights and freedoms in the digital era, with particular attention to new technologies (including Artificial Intelligence) and the evolution of the telecommunications markets on national, EU and global level.

Detailed program

The "Communications Law & Policy" course aims to reconstruct the legal framework of the communications and advertising system by adopting an interdisciplinary method. In this perspective, the Course will illustrate the changes that, over several decades, affected the most diverse existing means of communication (from telephony to

radio and television, up to the Internet and Artificial Intelligence) ; furthermore, the lessons will describe the media and audiovisual interventions carried out by national and EU legislators and regulators, clarifying not only the most diverse profiles of the so-called "digital revolution", but also the role, in the same context, played by some independent administrative authorities - the Italian Agcm, the Agcom and others.
The Course will consequently delve into the topic of rights in the digital age, focusing on the liberalization of the telecommunications sector and the opening to competition of the related markets.
The lessons will then focus – given the objectives of the master's degree - on the advertising system and its peculiarities, marked by the evolution through which, over the years, the institute of commercial advertising and "advertising communication" have gone through. To this end, the Course will analyse in depth the Italian, EU and advertising self-discipline systems , as well as the internal and supranational legislation on the subject.
In this legal framework, the lessons will also focus on legal problems linked to the use of the Internet, Artificial Intelligence and the constant evolution of new technologies.

Prerequisites

To best address the topics of the "Communications Law & Policy" course it is desirable to have already acquired basic knowledge of the Italian and European Union legal system.

Teaching methods

The professor will carry out many lessons in which she will begin with a first part in which the concepts characterizing the course will be exposed (delivery mode), and then begin an interaction with the students which will define the second part of the lesson (interactive mode).

Assessment methods

The final exams consist in
a) oral interviews based on the topics covered during the course,
b) or written tests consisting in open questions carried out on an ongoing basis (along the period in which the lessons are provided).
In both cases, the Examination Commission will evaluate the level of knowledge acquired by the students regarding the topics of "Communication Law & Policy", focusing on the educational objectives that the course aims to pursue.

Textbooks and Reading Materials

R. Zaccaria, A. Valastro, E. Albanesi, Diritto dell'informazione e della comunicazione, Cedam, last ed.
G. Gardini, Le regole dell'informazione. Dal cartaceo al bit, Giappichelli, last ed.
V. Franceschelli, Diritto delle Comunicazioni. Studi e capitoli di Diritto delle Comunicazioni (Una traccia per un corso di lezioni), Giappichelli, last ed.

Semester

The "Communications Law & Policy" course will be held along the second semester of the first year of the masters' degree.

Teaching language

The "Communications Law & Policy" course will be held in Italian language.

Sustainable Development Goals

QUALITY EDUCATION | GENDER EQUALITY | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | REDUCED INEQUALITIES | PEACE, JUSTICE AND STRONG INSTITUTIONS