UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Pedagogy of Communication

2627-3-E2001R063

Course title

Communication Pedagogy

Topics and course structure

Media represent a significant part of **social education**, i.e. informal, widespread and lifelong education that, intentionally or unintentionally, produces learning. Whether positive or problematic, such learning has a transformative potential that influences people's education and growth, affecting social life, relationships and individual and collective imaginaries.

The course aims to develop knowledge and guidelines for investigating communication and the media in the contemporary world through reflective and critical pedagogical approaches.

The part of the course dedicated to the fundamentals of teaching will be intertwined with in-depth studies of specific perspectives and themes that will also address gender, understood as the social construction of masculinity, femininity and gender relations.

Objectives

The course aims to promote the following **learning outcomes**:

1. **Knowledge and understanding**
   a. Acquire knowledge about the pedagogical interpretation of communication as a social educational experience;

b. Acquire knowledge and tools useful for identifying, recognizing, and analyzing the educational implications of the media, the transformations that have affected them, and the social practices associated with them;

c. Acquire knowledge and guidelines for analyzing gender representations conveyed by communication.

2. Applied knowledge and understanding
a. Apply the knowledge acquired to explore the dimensions of understanding media messages and media consumption/production, taking them as educational experiential contexts;
b. Apply the knowledge acquired to investigate learning related to media messages and modes of media consumption and production, paying particular attention to problematic learning outcomes;
c. Analyze representations conveyed by communication through a gender lens.

3. Autonomy of judgment
Acquire and consolidate analytical and critical thinking skills in the pedagogical reading of the peculiarities of contexts and communication processes in contemporary Western society, with particular regard to the risks associated with gender, in order to be able to take reflective positions characterized by awareness and professional responsibility.

4. Communication skills
a. Develop the ability to effectively communicate the logic and criteria behind one's choices regarding communication aspects, processes, and models to businesses, services, public and private entities, international organizations, educational, training, and welfare institutions, and third sector organizations.
b. Know and be able to use specific languages and vocabulary related to communication pedagogy.

5. Learning skills
a. Ability to rework and organize acquired knowledge;
b. Ability to identify methods and tools to support one's own and others' personal and professional growth.

Methodologies

The language used in the classroom for teaching Communication Pedagogy is **Italian**.
As a general rule, all training activities included in the 56 hours are carried out **in person**.
The course consists mainly of *lecture-based teaching*, with participatory lectures that encourage dialogue and classroom discussion on the topics introduced and covered.
The course also includes *interactive teaching*, with lectures that include contributions from students, presentations by experts, in-depth analysis, and group work.

It is possible to participate in ***workshops*** promoted within the course, which aim to provide an opportunity for in-depth study and research in small groups on some of the topics covered in class.
These additional activities *are not compulsory*.
The overall distribution of teaching can therefore be estimated at approximately 70% DE and 30% DI.

Online and offline teaching materials

The teaching materials used in the course (slides, videos, texts, and additional materials, etc.) will be made available on the course's e-learning page, if possible.
To receive notifications and access the materials, please note that *enrollment in the course* on the Moodle platform is required.

Programme and references

2025-2026 Program
Media and communication produce learning. Media products and the ways in which media are consumed and produced represent educational experiences whose content and teaching methods influence individuals' knowledge, values and behaviour, with effects that pedagogy recognises as significant in shaping individuals and their citizenship profile.
Within the 2026-2027 programme, in particular, we will investigate how the intertwining of information and entertainment change the relationship between reality and fiction, using research on representations of gender-based violence in today's media to explore their educational effects on our ability to signify and interpret reality and our relationship with it and with the phenomena that affect it.
The in-depth studies will aim to promote the study, identification and deconstruction of the communication processes investigated, including through the experience of the unexpected.

Bibliography

*Fundamental

1. Sergio Tramma (2019), L'educazione sociale, Laterza, Bari-Roma (20,00 euro) pp. 178

*Monographic
2. Elisa Giomi e Sveva Magaraggia (2017), Relazioni brutali. Genere e violenza nella cultura mediale, Il Mulino, Bologna (23,00) pp. 240
3. Anna Maria Lorusso (2025), Il senso della realtà. Dalla TV all'intelligenza artificiale, La nave di Teseo, Milano (17,00 euro) pp. 251
4. Eviatar Zerubavel, Dato per scontato. La costruzione sociale dell'ovvietà, MOTUS, Milano (16.00 euro), pp. 159

*In Depth (mandatory)
5. Il pianeta verde, Coline Serreau 1996 (film)

Erasmus students
Students from foreign universities are kindly requested to contact the lecturer to agree on the programme and bibliography.

Assessment methods

There will be **only a final exam**, with no intermediate tests.
The exam consists of an *oral interview*. The choice of an oral interview as the exam method is consistent with the objectives of the course, as it allows, thanks to a communicative dialogue situation, interaction with the student in order to assess their critical understanding and ability to rework the topics covered in the course, their pedagogical analysis and their ability to connect theory and practice. The examination method requires that, when presenting their speech and answering questions, students make explicit and precise reference to concepts, theories, authors present in the texts indicated in the bibliography and to the films included in the programme, which they are required to understand and critically rework. If students have actively participated in the *additional activities* provided by the course (non-compulsory activities), they may make explicit reference to them.

Assessment criteria:

- Ability to organise and present the knowledge acquired through the training programme, the teaching

materials made available on the e-learning platform and the study of the texts included in the programme;
- Ability to argue in a reflective, analytical, critical and independent manner on the topics covered by the course;* Ability to connect theory and practice and to identify relevant links between the texts and the topics covered in the course;
- Accuracy of presentation and mastery of the specific vocabulary of the discipline.

The **assessment** will be graded out of 30, based on the following scale:

1. **Not sufficient
Insufficient preparation on the main topics covered in the course programme and bibliography; very limited and poorly independent ability to argue, analyse and critically elaborate; insufficient ability to connect theory and practice and to identify relevant links between the texts and topics covered in the course; incorrect presentation and use of specific vocabulary related to the discipline.

2. Sufficient - More than sufficient (18-23)
General preparation and, in some respects, uncertain or incomplete on various topics covered in the course programme and bibliography; limited and poorly independent ability to argue, analyse and critically elaborate; difficulty in connecting theory and practice and in identifying relevant links between the texts and the course topics; partially correct presentation skills and specific vocabulary of the discipline.

3. Fair (24-27)
Adequate preparation on the main topics covered in the course programme and bibliography, but not very in-depth on some more specific topics; ability to argue, analyse and critically evaluate present, but not always accurate and independent; fair ability to connect theory and practice and identify relevant links between the texts and topics covered in the course; presentation skills and subject-specific vocabulary mostly correct.

4. Good - Excellent (28-30/30L)
Comprehensive and in-depth preparation on the topics covered in the course programme and bibliography; ability to argue, analyse and critically evaluate in a structured and independent manner; good/excellent ability to connect theory and practice and identify relevant links between the texts and topics covered in the course; good/excellent presentation skills and mastery of the specific vocabulary of the discipline.

Office hours

By appointment, writing to **lisa.brambilla@unimib.it**
You can request a remote interview (https://unimib.webex.com/meet/lisa.brambilla) or an in-person interview (Room 4101, Building U6-Agorà, 4th floor).

Programme validity

The programmes are valid for two academic years.

Course tutors and assistants

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Sustainable Development Goals

GENDER EQUALITY | REDUCED INEQUALITIES | PEACE, JUSTICE AND STRONG INSTITUTIONS