UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratorio 5 - Ufficio stampa

2627-3-E1501N111

Learning objectives

The course aims to provide students with a basic understanding of the structure, role, functions and tools of a press office operating within a company, institution or communications agency.
The course explores the functioning of the media system, the news cycle, the relationship between press officers and journalists, and the main methods used to produce and distribute content intended for the media.
It also aims to develop students' ability to identify newsworthy information, adapt messages to different target audiences, and use the main press office tools appropriately.
Expected learning outcomes
Knowledge and understanding
Understand press office functions, tools and activities, the media system and the news cycle.
Applying knowledge and understanding
Select relevant information, adapt messages, produce media content and organise a press conference.
Making judgements
Assess newsworthiness and select appropriate tools and channels.
Communication skills
Produce clear content and communicate effectively in a professional context.
Learning skills
Students will acquire the tools needed to explore the topics independently, analyse new cases, and update their skills in response to developments in the media and communication sectors.

Contents

The course presents the key elements involved in the operation of a press office: its objectives, the context in which it operates, the professionals involved, its relationship with the media system, and the main tools it uses.

Particular attention will be given to content production, the news cycle, relations with journalists, the organisation of

a press conference, and the evolution of the press office within a multichannel communication environment.

Detailed program

The programme is divided into **four sections.
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1. Communicating effectively

- Definitions and key principles of communication.
- The axioms of communication.
- Elements of the communication process.
- The relationship between sender, message, channel, recipient and context.
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**2. The role, objectives, organisation and tools of the press office
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- The objectives and functions of a press office.
- The roles and responsibilities of a press officer.
- Organisation of daily activities.
- Coordination with other company departments and communication functions.
- Identification and selection of information.
  Main tools and types of content:
- press release;
- executive biography/profile;
- company profile;
- mailing list;
- speech;
- interview.

3. The operating context: the news cycle and target audiences

- The general functioning of the media system.
- The news cycle.
- Newsworthiness criteria.
- Characteristics of online and print media outlets.
- The relationship between press officers and journalists.
- Building and managing professional relationships with journalists.
- Adapting messages to different target audiences.
- Writing press releases and other media content.
- Organising a press conference.
- Guest lecture by a professional journalist on the news cycle and the relationship between journalists and press offices.

4. The evolution of the press office and multichannel communication

- The evolution of press office activities.
- Integration of traditional media and digital channels.
- Adapting content to different channels.
- Presentation and analysis of business cases.
- Analysis of case studies involving brands operating in the online travel sector.

Prerequisites

No specific prerequisites are required; an interest in the field of communication is essential.

Teaching methods

The course consists of 24 hours, approximately divided as follows:

12 hours of teacher-led teaching, including lectures supported by slides, audio and video materials, group discussions and guest talks by industry professionals;
12 hours of interactive teaching, including exercises, project work, case studies, individual and small-group activities, and the presentation and discussion of students' work.

The practical activities will reproduce some of the main tasks carried out by a press office and will include writing content for the media, planning a press conference, and analysing communication strategies and materials in close connection with current affairs.

The course may also include the viewing and analysis of audiovisual materials, as well as the research and analysis of texts and images closely related to issues on the media agenda.

A professional journalist will contribute to the course to explore the news cycle and the dynamics of the relationship between journalists and press officers.

Delivery mode: in person.

Assessment methods

Ongoing exercises and a final assignment are planned.
Students will be awarded a pass based on their participation in the course, attendance of at least 75% of the scheduled hours, completion of the exercises and submission of the final assignment.
During the course, students will take part in individual and group activities focusing on news selection, writing content for the media, adapting messages to different audiences, public speaking and organising a press conference.
The exercises will have both a formative and assessment function and will contribute to the overall evaluation. Assessment criteria will include accuracy of content, consistency of communication choices, quality of the materials produced, independent judgement and appropriate use of professional language.

Organisational arrangements may vary depending on the number of students, while the learning objectives and the individual nature of the final assessment will remain unchanged.

Textbooks and Reading Materials

Reference bibliography
Jessica Malfatto, PR e media relations per piccole e medie imprese. Strumenti operativi e flussi di lavoro, 2nd

edition, FrancoAngeli, Milan, 2023.
Ugo Volli, Il nuovo libro della comunicazione. Che cosa significa comunicare: idee, tecnologie, strumenti, modelli, Il Saggiatore, Milan.
Paul Watzlawick, Janet H. Beavin and Don D. Jackson, Pragmatica della comunicazione umana. Studio dei modelli interattivi, delle patologie e dei paradossi, Astrolabio Ubaldini, Rome, 1978.
Anonymous, È la stampa, bellezza! Manuale di sopravvivenza per chi scrive sui giornali e per chi li legge, Orme Editori, 2007, recommended reading.

Additional books, articles, examples and digital resources will be indicated during the course and made available through the e-Learning platform.

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | REDUCED INEQUALITIES