

Syllabus

Course Description

Course Title	Theories of communication and Cultural Studies
Course Code	17323
Course Title Additional	
Scientific-Disciplinary Sector	NN
Language	English; German
Degree Course	Bachelor in Communication Sciences and Culture
Other Degree Courses (Loaned)	
Lecturers	Dr. habil. Oskar Peterlini, Oskar.Peterlini@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/31555 Prof. Dorothy Louise Zinn, DOROTHY.ZINN@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/31663 Prof. Daniela Salvucci, Daniela.Salvucci@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/38071
Teaching Assistant	
Semester	First semester
Course Year/s	2
CP	12
Teaching Hours	90
Lab Hours	0
Individual Study Hours	210
Planned Office Hours	36
Contents Summary	Module 1- Cultural Studies (area caratterizzante) Introduce students to the basic concepts, major thinkers and

	schools of thought that have contributed to the development of cultural studies. Develop students' acquaintance with techniques of analysis in cultural studies, applying strategies developed by the Birmingham School, semiotics, post-colonial and subaltern studies, feminist and queer theory. Develop a critical and reflexive approach to analyzing and describing contemporary sociocultural conditions, as manifested in cultural products of various sorts. Module 2 - Theories of communication (area di base) Communication is a fundamental prerequisite for human coexistence. It enables understanding, cooperation, and the exchange of knowledge, values, and experiences, while also representing a key competence for academic studies, professional life, and society. In companies, organizations, and institutions, it forms the basis for collaboration, leadership, and innovation. The course introduces the fundamental theories and models of communication and develops students' ability to understand and manage communication processes effectively. Since communication is always mediated through media, and media influence public opinion, social developments, and political decision-making, the course also examines their social and political significance. It therefore combines communication theory with media literacy and civic and democratic education, addressing the role of communication and media in democratic and authoritarian systems as well as their importance for freedom, human rights, and democracy.
Course Topics	See the individual course modules
Keywords	cultural studies, media
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	See the individual course modules
Mandatory Attendance	In accordance with the regulation

Specific Educational Objectives and Learning Outcomes	Module 1 – Cultural Studies Knowledge and understanding - Knowledge of basic concepts in cultural studies. - Acquisition of appropriate scientific languages for the description and analysis of social-cultural phenomena. Applying knowledge and understanding - Ability to apply social-scientific approaches and concepts to the analysis of concrete social-cultural dynamics. - Ability to apply social-scientific approaches and concepts in engaging scientific and cultural products. Making judgements - Development of critical and independent thinking regarding social-cultural phenomena. - Development of reflexive self-awareness in engaging social-cultural phenomena. Communication skills - Ability to engage in scientific writing. - Ability to participate in scientifically grounded discussions and express an informed opinion. - Presentation skills (attending students). Learning skills - Ability to autonomously extend the knowledge acquired during the course in dealing with various types of cultural products (scientific, journalistic, film, literary, digital) and communication settings. - Ability to acquire new concepts and information consistent with the analysis of changing social-cultural dynamics. Module 2 - Theories of communication Students will be able to: • understand and apply the major theories and models of communication; • analyze communication processes and identify and avoid common communication errors;
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	• improve their verbal, interpersonal, and social communication skills; • understand the historical development of media and their impact on society; • compare the role of media in democratic and authoritarian systems; • recognize and critically evaluate propaganda, manipulation, disinformation, and fake news; • understand the fundamental principles of the democratic constitutional state; • explain the importance of human rights, freedom of expression, freedom of the press, and the separation of powers; • become familiar with the basic functions of political institutions and electoral systems; • develop into independent-minded, responsible, and democratically engaged citizens.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	Module 1 – Cultural Studies Attending students: Course assessment will be based on an in-class presentation (20%), in-class exercises (10%), a short paper (60%), plus a final oral exam (10%). Non-attending students: Course assessment will be based on a written examination (100%). Instructions will be provided through the OLE platform. Module 2 - Theories of communication The examination consists of a presentation on a topic during the semester, a written test that can also be taken during the semester, and a final oral examination. Attending students: (those who attend at least more than half of the lectures) - Up to 55% of the grade: Presentation and active participation in lectures and exercises (max. 40% presentation, max. 15%

	participation) - Up to 30% of the grade: Written test: Multiple-choice questions (quiz) with four possible answers, with only one correct answer - 15% of the grade and possible upgrade of the overall assessment: oral exam on three topics, two of which can be chosen by the attending students themselves. Non-attending students: - Presentation up to 40% of the grade. Students arrange a date for their presentation during the semester with the professor and their fellow students. If this is not possible, they submit a corresponding term paper. - Written test up to 40% of the grade. Non-attending students can also take the test during the semester if they have the opportunity. If this is not done, the test will be taken on the exam date, immediately before the oral exam. - Oral exam 20% of the grade, on three topics, one of which non-attending students can choose themselves.
Evaluation Criteria	Module 1 – Cultural Studies Evaluation criteria for attending students (in-class exercises and presentation, short paper, oral exam) and non-attending students (written exam) are as follows: demonstration of comprehension and ability to correctly apply course concepts; logical structure and persuasiveness of argumentation; clarity of exposition. Module 2 - Theories of communication - Knowledge and understanding of the most important disciplinary learning materials and concepts and their significance (communication, communication theories, their significance, media history, media and their influence on society and politics). - Critical ability to analyse, rethink, and reflect on communication, media, and related social issues.
Required Readings	See the individual course modules
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Quality education

Course Constituent Title	Theories of communication
Course Code	17323A
Scientific-Disciplinary Sector	GSPS-06/A
Language	German
Lecturers	Dr. habil. Oskar Peterlini, Oskar.Peterlini@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/31555
Teaching Assistant	
Semester	First semester
CP	6
Responsible Lecturer	
Teaching Hours	45
Lab Hours	0
Individual Study Hours	105
Planned Office Hours	18
Contents Summary	Communication is a fundamental prerequisite for human coexistence. It enables understanding, cooperation, and the exchange of knowledge, values, and experiences, while also representing a key competence for academic studies, professional life, and society. In companies, organizations, and institutions, it forms the basis for collaboration, leadership, and innovation. The course introduces the fundamental theories and models of communication and develops students' ability to understand and manage communication processes effectively. Since communication is always mediated through media, and media influence public opinion, social developments, and political decision-making, the course also examines their social and political significance. It therefore combines communication theory with media literacy and civic and democratic education, addressing the role of communication and media in democratic and authoritarian systems as well as their importance for freedom, human rights, and democracy.
Course Topics	IIn the first part of the course, students will examine the major theories of communication. They will become familiar with various models and approaches that explain how communication works,

	why misunderstandings arise, and how they can be avoided. In addition to verbal communication, the course addresses body language, interpersonal interaction, and the role of media. The aim is to strengthen students' communication skills and to develop a more conscious understanding of communication processes. Communication always takes place through media. Therefore, the second part of the course focuses on the historical development of media, from early forms of visual and written communication to the invention of printing, the rise of newspapers, radio and television, and finally the digital media and social networks of today. Media have enabled people to connect, facilitated the dissemination of knowledge, and contributed to social progress. At the same time, they can also be misused for manipulation, propaganda, and oppression. Drawing on historical and contemporary examples, students will explore the political significance of communication and media. The course examines how information shapes public opinion, influences political decisions, and affects social developments. It analyzes how communication and media can promote knowledge, social cohesion, and democratic participation, while also serving as instruments of manipulation, propaganda, and control. The examination of these issues leads directly to a further central question: How have societies drifted into authoritarian and totalitarian systems, and how can free societies prevent communication and media from becoming tools of manipulation and oppression? To address this question, students will study the political and legal safeguards of democratic states. These include human and civil rights, freedom of opinion and freedom of the press, the separation of powers, the functions of parliaments, governments, and courts, electoral systems, and the role of free and independent media. Together, these institutions and principles limit power, protect individual liberty, and safeguard democratic decision-making processes. Understanding these relationships should demonstrate that democracy, freedom, and the rule of law cannot be taken for granted. They depend on institutions, rules, and a political culture that must be understood, supported, and defended by every generation.
Teaching Format	1. Lectures by the professor, supported by PowerPoint presentations and complemented by interactive elements,

	discussions, and active student participation. 2. Active student involvement: Working in small groups, students prepare a short presentation for the following class session based on the previous lecture. The focus is not on repeating the content but on deepening understanding and applying concepts through practical exercises, case studies, and discussions. 3. Two field visits to media organizations or media institutions. 4. A guest lecture by a professional working in the fields of communication, media, or public relations. The field visits and guest lecture complement the theoretical content through practical insights and first-hand experience. They enable students to observe communication and media processes in real-world settings while also providing an introduction to potential professional career paths. ience and also offer students an insight into possible future areas of work.
Required Readings	The professor's lecture slides on Teams: 'Theorien der Kommunikation PETERLINI' – Files – Slides, available for download. Only the sections from the following books that we are covering: University of Twente: Collection of communication theories, sorted by topic, https://www.utwente.nl/en/com/com-theories/ Markus Appel et al. (Hg) (2023): Digital ist besser?! Psychologie der Online- und Mobilkommunikation (über Springer downloadbar), besonders: Kap: Fabian Hutmacher und Silvana Weber: Grundlagen der menschlichen Kommunikation, S. 16-29. Joachim R. Höflich (2016): Der Mensch und seine Medien, J. (über Springer downloadbar); Werner Pfab (2021): Kommunikation denken, Springer (unter Teams, „Theorien der Kommunikation PETERLINI – Files - Literatur, ab ladbar. Knut Hickethier (2010): Einführung in die Medienwissenschaft, 2. Auflage, J.B. Metzler, besonders Kap. 4 Kommunikation, S. 37-57; Kap. 11. Mediendispositiv, S. 186-200. Hague, R., Harrop, M., McCormick, J. (2019): Comparative Government and Politics. An Introduction, Red Globe Press, London.

	In den Slides werden alle Quellen und weitere Fundstellen zur Erklärung und Vertiefung angeführt.
Supplementary Readings	Additional recommended reading for reference and to help prepare for the group work: Georg Meggle (1997): Theorien der Kommunikation. Eine Einführung, in G.- L. Lueken (Hg.), Kommunikationstheorien – Theorien der Kommunikation. Leipzig, 1997, S. 14-40; https://core.ac.uk/download/pdf/12236613.pdf Wolschner, K. (2021): Texte zur Geschichte und Theorie von Medien & Gesellschaft, http://www.medien-gesellschaft.de/html/am_anfang_war_musik.html, Bonfadelli, H. (2016): Medien und Gesellschaft im Wandel https://www.bpb.de/themen/medien-journalismus/medienpolitik/236435/medien-und-gesellschaft-im-wandel/ Hoffmann, D./ Winter, R. (2018): HANDBUCH: Mediensoziologie, Nomos; Beck, Klaus (2023): Kommunikationswissenschaft, 7., vollständig überarbeitete Auflage. Konstanz/München: UVK Verlag (UTB 6155). Umfang: ca. 300 Seiten. Jarren, Otfried; Donges, Patrick (2022), Politische Kommunikation in der Mediengesellschaft. Eine Einführung, 5. Auflage, Wiesbaden: Springer VS. Umfang: ca. 350–400 Seiten.

Course Module

Course Constituent Title	Cultural Studies
Course Code	17323B
Scientific-Disciplinary Sector	SDEA-01/A
Language	English
Lecturers	Prof. Dorothy Louise Zinn, DOROTHY.ZINN@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/31663 Prof. Daniela Salvucci, Daniela.Salvucci@unibz.it

	https://www.unibz.it/en/faculties/education/academic-staff/person/38071
Teaching Assistant	
Semester	First semester
CP	6
Responsible Lecturer	
Teaching Hours	45
Lab Hours	0
Individual Study Hours	105
Planned Office Hours	18
Contents Summary	Introduce students to the basic concepts, major thinkers and schools of thought that have contributed to the development of cultural studies. Develop students' acquaintance with techniques of analysis in cultural studies, applying strategies developed by the Birmingham School, semiotics, post-colonial and subaltern studies, feminist and queer theory. Develop a critical and reflexive approach to analyzing and describing contemporary sociocultural conditions, as manifested in cultural products of various sorts.
Course Topics	Culture and popular culture, subcultures, semiotics, poststructuralism, ideology and hegemony, subaltern and post-colonial studies, gender, embodiment, globalization.
Teaching Format	Through the use of TEAMS and the OLE platforms: lectures, group exercises, discussions, audio-visual material.
Required Readings	• FOR ALL STUDENTS: various texts to be announced during lessons via the OLE platform. • FOR NON ATTENDING STUDENTS ONLY Storey J. (2021) Cultural Theory and Popular Culture: An Introduction. 9th ed. London: Routledge. PLEASE NOTE THE SPECIFIC EDITION OF THIS TEXT

Supplementary Readings	(selected chapters) Heywood, Paolo, ed. 2024 New Anthropologies of Italy: Politics, History and Culture. New York-Oxford: Berghahn. other pertinent readings selected by the students
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