Syllabus

Course Description

Course Title	Education of Media and Communication
Course Code	11450
Course Title Additional	
Scientific-Disciplinary Sector	PAED-01/A
Language	Italian
Degree Course	5 year master degree in Primary Education - Italian section
Other Degree Courses (Loaned)	LM-85 bis Education German section LM-85 bis Education Ladin section
Lecturers	PhD Francesca Ravanelli, Francesca.Ravanelli@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/34951
Teaching Assistant	
Semester	Second semester
Course Year/s	All
CP	2
Teaching Hours	20
Lab Hours	0
Individual Study Hours	30
Planned Office Hours	6
Contents Summary	The course introduces the theoretical-methodological foundations of communication pedagogy and media pedagogy and their applications in educational situations.
Course Topics	The following topics will be covered during the course - Educational communication: dialogic and generative - Referential, conative, and emotional functions of communication - The three levels of communication: technical, semantic, and pragmatic - Axioms and noise in communication - Educational communication – discrete, verbal and non-verbal –

	active listening and empathic/nonviolent communication - Media education and multimedia/digital languages - Media literacy and digital citizenship - Media and technologies for teaching in early childhood and primary education – designing, implementing and assessing media education - The challenges of artificial intelligence in the educational field
Keywords	Educational Communication, Effective Communication, Empathy and Active Listening, Media Education, Media Literacy
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	The lesson takes place remotely. Participatory lectures, workshops, case analysis, collaborative planning, and the production of multimedia artifacts will be included.
Mandatory Attendance	In accordance with the regulation,
Specific Educational Objectives and Learning Outcomes	Subject area: general and social pedagogy. Core learning area: language and communication area. The overall aim of the course is to ensure that students have an adequate command of both general scientific methods and content as well as specific knowledge and techniques in the field of communication pedagogy and media education that can be used in a professional context. Disciplinary objectives: - To understand the language and fundamental concepts of information and communication theories with reference to the communicative processes inherent in the educational relationship. - To know the basic terminology and concepts of media pedagogy and media and new media education. - To be familiar with the issues related to the use of digital technologies in education. - Analysing and critically reviewing the concepts studied. - To be able to translate concepts, theories and methods from communication and media pedagogy into educational situations. Knowledge and understanding of the key concepts of communication and media pedagogy.

	Ability to apply knowledge and understanding expressed through the ability to translate/knowledge/appreciate in different educational situations certain concepts, theories, methods and strategies of communication and media pedagogy. Autonomy of judgement expressed through: - Capacity for reflection, discussion, in-depth study and personal reworking of the topics covered. - Critical capacity, coherence, methodological rigour, precision and accuracy in oral expression. - Ability to listen to and understand different points of view. Communication skills expressed through: - Ability to communicate effectively and to support one's own ideas. - Active listening skills. Learning ability expressed through: - Ability to reflect and self-assess one's own education. - Ability to analyse and identify one's own knowledge and development needs.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	Students may choose between the following forms of revision - Elaboration of a short paper (to be sent one week before the call) + oral interview - Elaboration of a digital portfolio concerning the different activities explored (to be sent one week before the call) + oral interview. - Production of a multimedia product (audio, video, etc.) + oral interview
Evaluation Criteria	Awarding of a single final mark. The indicative weight given to the paper/portfolio/multimedia product and the oral exam is divided equally between the two productions (50%+50%). Criteria for awarding the grade: Knowledge of the topics and concepts covered during the course. Originality, relevance, clarity of argument, formal correctness, semantic richness, capacity for critical analysis, ability to rework, reflection, sectorial linguistic

	competence.
Required Readings	Extracts provided during the course in handout form: Buckingham, D. (2020). *A manifesto for media education*. Milano: Mondadori Pati, L. (1984). *Pedagogia della comunicazione educativa.* Brescia: La Scuola Tisseron, S. (2024). 3-6-9-12. *Diventare grandi all'epoca degli schermi digitali.* Scholé - New edition. .
Supplementary Readings	Further bibliographical indications will be provided during the course once the participants' level of competence and expectations have been verified.
Further Information	
Sustainable Development Goals (SDGs)	Reduced inequalities, Quality education