

Syllabus

Course Description

Course Title	Communicating research for Public engagement
Course Code	95218
Course Title Additional	
Scientific-Disciplinary Sector	NN
Language	English
Degree Course	PhD Programme in Experimental Research through Design, Art and Technologies
Other Degree Courses (Loaned)	
Lecturers	Prof. Daniele Ietri, Daniele.Ietri@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/39744
Teaching Assistant	
Semester	First semester
Course Year/s	2/3
CP	2
Teaching Hours	10
Lab Hours	0
Individual Study Hours	40
Planned Office Hours	
Contents Summary	<p>This course addresses research communication in non-institutional and public engagement contexts, with a strong focus on social participation and knowledge transfer. It features practical workshop activities involving direct student participation in hands-on tasks, such as organizing presentations of academic work in non-academic settings, producing audiovisual content, pitching to the press, and staging exhibitions.</p> <p>These activities are aimed at a non-specialist audience, the general public, and policymakers. In addition, case studies will be</p>

	presented and analyzed to examine the communicative aspects of research projects across all stages—from design and ongoing support to final evaluation.
Course Topics	<p>The course introduces, through an applied approach, techniques and tools for research communication and documentation, with particular attention to the use of visual and audiovisual methods in the observation and description of territories. These tools will be considered both as means for collecting and documenting material for research and study purposes and as ways of communicating research processes and results to non-specialist audiences.</p> <p>The course will take place mainly in a workshop-based format. Students will have the opportunity to experience selected communication and documentation practices firsthand, including the production and presentation of visual and audiovisual materials. Particular attention will be given to how research materials and results can be adapted and presented in different contexts and to different audiences.</p> <p>Through practical activities and the discussion of examples and case studies, students will also be encouraged to develop their ability to independently interpret and assess communication practices and materials produced in different research and public engagement contexts.</p>
Keywords	Research Communication; Public Engagement; Visual and Audiovisual Methods
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	Laboratory, workshop; in person
Mandatory Attendance	yes
Specific Educational Objectives and Learning Outcomes	<p>Knowledge and skills relating to communication, scientific dissemination, public engagement, and the third mission.</p> <p>The course aims to:</p> <ul style="list-style-type: none"> - develop research profiles capable of designing, configuring and implementing innovative processes, products, services and ecosystems, as well as rethinking the scientific, cultural, technological and social system from an interdisciplinary, multidimensional and multisectoral perspective.

	<ul style="list-style-type: none"> - promote the study of, on, and through design and art within a speculative and practice-based perspective exploring both basic and applied research, theory and practice, in a continuous process of redefinition, sharing, and post-disciplinary fusion of artistic-design, technical, and socio-humanistic. - establish and promote a strong interdisciplinary community that encourages collaboration, supports the dissemination of knowledge, and strengthens the dialogue between universities, industry, and society - educate researchers who can rethink the role of design and art in the digital era, redefine the relationship between design and humanistic and technical knowledge, and between theoretical and practical research and speculative and experimental research. These researchers will also be able to carry out transformative action both within academia and in the transfer of knowledge to institutions, companies, and social enterprises.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	Written project outline. The topic/contents will be defined with the students during the course, according to their research interests.
Evaluation Criteria	The course is Pass or Fail. Projects will be evaluated based on innovation, relevance and feasibility.
Required Readings	<p>The following list of texts is designed as an initial guide to the study of some of the topics covered in the course, specifically: visual methods and research; documentary cinema; sound and soundscapes; photography; and maps.</p> <p>Additional examples of films, audio-documentaries, exhibitions, performances, photo-books, etc. will be offered throughout the course and may supplement the list depending on the topics covered in the classroom.</p> <p>Banks M., Zeitlin D. (2015), <i>Visual Methods in Social Research</i>, Sage, London</p> <p>Besse J. M., Tiberghien G. A. (2017), <i>Opérations cartographiques</i>, Actes Sud, Arles</p> <p>Bertozzi M. (2008), <i>Storia del documentario italiano. Immagini e culture dell'altro cinema</i>, Marsilio</p>

- Bertozzi M. (2018), *Documentario come arte. Riuso, performance, autobiografia nell'esperienza del cinema contemporaneo*, Marsilio
- David J. Bodenhamer, John Corrigan, Trevor M. Harris (eds, 2022), *Making Deep Maps. Foundations, Approaches, and Methods*, Routledge, London
- Celati G. (2011), *Cinema all'aperto. Tre documentari e un libro*, Fandango Libri, Roma
- Di Croce N. (2018), *Suoni a margine. La territorialità delle politiche nella pratica dell'ascolto*, Meltemi, Sesto S. Giovanni (MI)
- Ghirri L. (2010), *Lezioni di fotografia*, Quodlibet, Roma
- Heat-Moon W. L., *PrairyErth (a deep map)*, first ed. Houghton-Mifflin, Boston, 1991 (traduzione italiana "Prateria. Una mappa in profondità", Einaudi, Torino).
- Modeen M. e Biggs I., *Creative Engagements with Ecologies of Place. Geopoetics, Deep Mapping and Slow Residencies*, 2021.
- Hendel L. (2014), *Drammaturgia del cinema documentario. Strutture narrative ed esperienze produttive per raccontare la realtà*, Dino Audino, Roma
- Hendel L. (2021), *Il documentario narrativo. Come inventare una storia vera*, Dino Audino, Roma
- Huguenin-Richard F. (dir., 2019), *La ville à pied. Expériences piétonnes*, L'Harmattan, Paris
- Ietri D. e Mastropietro E. (a cura di, 2020), *Studi sul qui. Deep mapping e narrazioni dei territori. Stagione 1*, Mimesis, Milano-Udine.
- Ietri D. e Mastropietro E. (a cura di, 2023), *Studi sul qui. Residenza nel paese interno. Stagione 1*, Mimesis, Milano-Udine.
- Ietri D., Mastropietro E., Zemoz A. (2024), *Studi sul qui. La Linea. Stagione 3*, Mimesis, Milano-Udine.
- Lopez B. H., *Horizon*, Knopf Doubleday, New York, 2019.
- Mariani M. (2020), *Il suono per il cinema. Elementi per l'analisi e la progettazione della materia sonora nell'audiovisivo*, Utet, Torino
- Rada T. (2018), *Maison Ville Nouveau*, Tipografia Valdostana, Aosta
- Rose G. (2016), *Visual Methodologies. An Introduction to Researching with visual methods*, Sage, London

	<p>Theroux P. (2015), <i>Deep South: Four Seasons on Back Roads</i>, Hamish Hamilton, London.</p> <p>Zemoz A. (2017), <i>Tequila 177</i>, Tipografia Valdostana, Aosta, www.progettoskia.com</p> <p>Zemoz A. (2019), <i>El Germesas Taindôval</i>, www.progettoskia.com</p>
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Sustainable cities and communities, Industry, innovation and infrastructure