

## SOCIOLOGY

*[in 8059411 PEDAGOGY AND PSYCHOLOGY AND SOCIOLOGY]*

**Course ID:** SPS/08

**ECTS:** 2

**1<sup>st</sup> Year:** 1<sup>st</sup> semester

**Teacher:** PROF. VOLTERRANI Andrea

**Objectives:** The course aims to provide students with skills and knowledge on the communication of prevention.

**Program:**

The course presents and discusses the four stages of prevention communication process (perception, knowledge, incorporation, behavioral change) presenting some case histories. Students are encouraged to build a communication strategy of prevention and a remix video on the topics of wellness.

**Textbooks:**

Volterrani A. Ethics and responsibility in social communication. Proposals for a community media practices, paper

Schwarz A., Seeger M. W., Auer A. (2016), The Handbook of international crises communication research, Wiley Blackwell, Chichester

**Exam method:**

Oral on texts proposed

Presentation and discussion of a communication strategy

Presentation and discussion of a video remix