COURSE DETAIL

HUMANITARIAN AND SOCIAL COMMUNICATION
Country Italy
Host Institution University of Bologna
Program(s) University of Bologna
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 171
UCEAP Course Suffix
UCEAP Official Title HUMANITARIAN AND SOCIAL COMMUNICATION
UCEAP Transcript Title HUMNTRN & SOC COMM
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This is a graduate level course that is part of the Laurea Magistrale program. The course is intended for advanced level students only. Enrollment is by consent of the instructor. This course introduces students to humanitarian and social communication and discusses how social problems are constructed and represented. In particular, the course explores how humanitarian issues and crises have been historically publicized through the media and examine the challenges posed to humanitarian organizations by the advent of digital media. The course discusses how the use of poverty porn, celebrity humanitarianism, and new media narrations of otherness affect the communication of organizations looking for effective ways to bring about change in the developing world. The use of case studies prepares students to lead strategic planning for NGOs' communication and government agencies while also understanding the role that communication has in affecting social change. At the end of this course the student is able to critically evaluate and comprehend the different concepts and methods used in the field of social and humanitarian communication. In particular, through the use of examples and case studies, the student is acquainted with: the complex system of relations that connects poverty, development, solidarity and the representation of sufferance; the different forms of communication employed in the media by social and humanitarian organizations, the processes of construction of social problems, the principles regulating the design of social communication campaigns, and the different implications that the use of strategic tools (e.g. storytelling, celebrities, branding) have on this specific segment of communication.

Language(s) of Instruction
English

Host Institution Course Number
87523

Host Institution Course Title
HUMANITARIAN AND SOCIAL COMMUNICATION

Host Institution Course Details

http://www.unibo.it/en/teaching/course-unit-catalogue/course-unit/2021/458079

Host Institution Campus
BOLOGNA

Host Institution Faculty
POLITICAL & SOCIAL SCIENCE

Host Institution Degree

Host Institution Department
COMMUNICATION

Course Last Reviewed
2021-2022

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