

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 Campus

BOLOGNA

Host Institution Faculty

POLITICAL & SOCIAL SCIENCE

Host Institution Degree

Host Institution Department

COMMUNICATION

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