



PONTIFICIA UNIVERSITÀ URBANIANA

*Centro Comunicazioni Sociali*

**MASTER IN SOCIAL COMMUNICATION**  
*in the Missionary and Intercultural Context*  
2010/2011

**A Brief Presentation**

- The First Level **Masters in Social Communication**, in the Missionary and Intercultural Context, promoted by the Urbaniana Pontifical University, intends to form in the Church *professionals in the world of Social Communication and of the Means of Mass Communication*. The Masters program is particularly recommended to the young people, religious or laity, who intend to work in areas characterized by various missionary commitments, by multi-cultures and by inter-religious dialogue.
- The objective is to avail to them **theoretical, ethical, socio-anthropological and ecclesial knowledge** necessary for the realization and management of the means of mass communication. In addition, it is aimed at availing practical skills on the logistics of production, realization and economic management of periodicals, networks, a press office, a radio or TV program, Video shooting and documentaries in the intercultural contexts of scarce resources and the digital divide.
- The Masters program is furnished with a qualified and extremely competent **teaching panel**, which is **international** and comprised of persons directly and concretely involved in the world of multimedia and social communication.
- The program is intensive and requires a constant participation. It however lasts only for one academic year including even the professional apprenticeship to be done in the principal catholic media houses in Rome and Italy at large (Radio Vaticana, RadioinBlù, Radio Meridiano12, SAT2000, SIR, MISNA, H2O, MABq, etc).
- The masters is a title of specialization, that is of the Second level( it requires therefore students with at least a bachelors degree) and consists of 90 ETCS (European Transfer Credits System).

## FIRST LEVEL MASTER : SOCIAL COMMUNICATION IN INTERCULTURAL AND MISSIONARY CONTEXT

### Presentation

This Master, promoted by the Pontifical Urbaniana University, aims at the formation of specialists in the field of social communication and mass media. It is addressed especially to young believers and laypeople who want to work in fields characterized by missionary engagement and interreligious dialog.

This Master offers theoretical, ethical, social, anthropological and ecclesiastical knowledge to create and manage mass media. It also wants to provide practical skills in order to produce and manage a newspaper, a social network, a press office, a radio or TV program, a documentary in intercultural contexts, with insufficient resources and *digital divide*.

### PROFESSORS

#### *Master Direction*

LUCA PANDOLFI – *Anthropologist, sociologist*

*Director of CCS (Social Communication Center) at Pontifical Urbaniana University*

#### *Tutor and didactic secretary*

CECILIA GOBBI – *Archaeologist, journalist* - Pontifical Urbaniana University

#### *Professors:*

MASSIMO ANGELELLI – *Pastoral theologian, specialist in editorial communication*

SILVIA BAZZANI – *Economist, Marketing expert* - MABq

PATRIZIA CAIFFA – *Journalist* - Agenzia S.I.R.

PASQUALE D'ANDRETTA – *Social Trainer*

FILIPPO DI BLASI – *IT expert* - Mondo a Colori Media Network

CECILIA GOBBI – *Archaeologist, Journalist* - Pontifical Urbaniana University

FILOMENO LOPEZ – *Philosopher, Journalist* - Pontifical Urbaniana University

EGIDIO MAGGIONI – *Journalist* - MABq

FRANCO MAZZA – *Expert in social and pastoral communication*

CONCETTA MEDDI – *Author* - RAI Radiotelevisione Italiana

MARINELLA MONTANARI – *Actress* - Jobel Teatro

FLAVIE NGAH NNONO – *Journalist, Videomaker* – Pontifical Gregorian University

MARTA PERROTTA – *Professor of radiophonic language* - Università ROMA TRE

SILVONEI PROTZ – *Journalist, Radio Vaticana* - Pontifical Gregorian University

EZIO SAVASTA – *Sociologist, Webmaster* - Pontifical Urbaniana University

ANNALISA VENDITTI – *Journalist* - Pontifical Urbaniana University

This Master lasts for 13 months (from October 2010 till november 2011) and gives right to acquisition of 90 *ETCS*. It's articulated into 384 hours of lessons and seminars and into 168 hours of lab activities. In the first part of the programme every student will take part to the same lessons. Then, they can decide their own field of specialization:

- ***Press profile and institutional communication***

Press office, correspondent for a periodical or an press agency

- ***Audio-visual and multimedia communication***

Radio, Tv, Web operator

During the summer and in autumnal months (2011) it is scheduled a 100-hours stage by Media partners of this master or by other qualified media.

To obtain the qualification it is necessary:

- Attend 75% of lessons
- Pass all the exams,
- Present researches (required in lab activities)
- 100-hours stage, certified by Media Partners of master or other qualified media
- Present a personal work (text, audio o video).

### **Admission information**

Maximum number of students: **35**.

The master will not start with less than 15 students.

Students have to submit admission request from 15 June to 15 September 2010 through e-mail ([communication@urbaniana.edu](mailto:communication@urbaniana.edu)). A model can be downloaded from University's Web site at

***[www.urbaniana.edu/mastercsim](http://www.urbaniana.edu/mastercsim)***

Students will be informed of their admission within 30 September 2010. Only the students admitted can complete the enrolment procedure, filling in the module on the Web site (on line services-students).

This module and the receipt of first fee have to arrive to the secretary office within 10 October 2010.

### **Requirements**

- Bachelor's degree
- Good knowledge of Italian language
- Basic IT knowledge.

### **Admission fee**

The admission fee is € 1.500,00.

The first fee is € 750,00 (within 15 October 2010) and the second one is € 750,00 (within 15 February 2011).

The University has a standard fee for the delivery of certificates and Diploma.

Lessons will take place in Rome by Pontifical University Urbaniana, in Via Urbano VIII, 16. Lab activities could take place in different places.

## Courses

(each course or lab corresponds to 3 ETCS)

### I term (common)

#### Courses

CSM 1020	Intercultural communication: social and anthropological approach - L. PANDOLFI
CSM 1010	Sacred art, semiotics and Christian symbology - C. GOBBI
CSM 1022	Theology of mission and intercultural communication - F. MAZZA
CSM 1023	Media economics and ethical marketing - S. BAZZANI/ E. MAGGIONI
CSM 1008	Theory and techniques of journalism language, I - A. VENDITTI
CSM 1006	Theory and techniques of radiophonic language, I - M. PERROTTA
CSM 1007	Theory and techniques of TV language I - C. MEDDI
CSM 1009	Theory and techniques of Web language, I - E. SAVASTA

#### Labs

CSM 3003	Lab of journalism language, I - A. VENDITTI
CSM 3001	Lab of radiophonic language, I - M. PERROTTA
CSM 3009	Lab for video making, I - F. NGAH NNONO
CSM 3004	Lab of Web language, I - F. DI BLASI

### II term (common and specialization fields)

#### Common courses

CSM 1021	Human communication: philosophy and intercultural literature - F. LOPES
CSM 1011	Ethics of social communication - F. MAZZA
CSM 1012	Pastoral communication - M. ANGELELLI
CSM 1013	Intercultural pedagogy - P. D'ANDRETTA
CSM 1005	Media economics and values communication - S. BAZZANI/ E. MAGGIONI
CSM 1015	Theory and techniques of Web language, II - E. SAVASTA

#### Common lab

CSM 3004	Lab of Web language, II - F. DI BLASI
CSM 3005	Theatre: origin of communication - M. MONTANARI

#### a) Press profile and institutional communication (*Press office, correspondent for a periodical or an press agency*)

##### Specialist course

CSM 1017	Theory and techniques of journalism language, II - P. CAIFFA
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##### Specialist lab

CSM 3006	Lab of journalism language, II - P. CAIFFA
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#### b) Audio-visual and multimedia communication (*Radio, TV, Web operator*)

##### Specialist courses (choice between one of these)

CSM 1018	Theory and techniques of radiophonic language, II - S. PROTZ
CSM 1019	Theory and techniques of TV language, II - C. MEDDI

##### Specialist lab (choice between one of these)

CSM 3007	Lab of radiophonic language, II - S. PROTZ
CSM 3009	Lab for video making, II - F. NGAH NNONO