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CATTOLICA
del Sacro Cuore

CMSO350 - Publishing, Publicity and Cultural Journalism

Prof. DANIELA PAGANI

COURSE DESCRIPTION

Careers in publishing, journalism and publicity have always attracted people with talent and energy. Those with a love of literature and language, a respect for the written word, an inquiring mind, and a healthy imagination are naturally drawn to an industry that creates, informs, and entertains. For many, publishing or journalism is more than a business; it is a vocation that constantly challenges and continuously educates. For people who have always worked on school publications, spent hours browsing in bookstores, or who have subscribed to too many magazines, choosing a course like this one is a logical means to combine personal and professional interests. This course provides an introduction to some aspects of book publishing, to journalism and publicity. Students will learn the fundamentals of editorial acquisitions and editing, the importance of publicity and how cultural journalists usually work on books. Students will be required to think like publishers and to work as publicists seeking creative marketing and press strategies to stay ahead of the curve for consumers' time and attention.

WHY TAKE THE COURSE:

1. You will learn useful skills to increase your future job prospects
2. You will learn from experienced professionals
3. You will have the chance to visit an Italian Book Publishing House and the editorial office of an international monthly magazine /weekly magazine/national radio
4. You will be offered great networking opportunities
5. One of you will have the chance to do a one month- internship with an Italian Book Publishing House based in Milan

COURSE CONTENTS

PUBLISHING

1. Brief history of Italian publishing (3 hours)

1.1 Focus on the historical, cultural and commercial knowledge of the Italian publishing industry

2. An overview of a Book Publishing House (3 hours)

2.1 The editorial project

2.2 The revenue account

2.3 The copy-right

Guest Speaker: Sabine Schultz (Editor) & Chiara Libonati (Foreign Rights) Neri Pozza Editore - <http://www.neripozza.it/>

3. The Editorial Office (3 hours)

3.1 Editing



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3.2 Graphics & Iconography

3.3 Blurb

4. Field trip to the Publishing House: Neri Pozza Editore – www.neripozza.it (2 hours)

Assessment task include: *Writing a blurb*

CULTURAL JOURNALISM

5. Brief history of Italian Journalism (3 hours)

5.1 Origins and History of Italian cultural journalism from the origins to World War II

5.2 Focus on Modern Journalism

6. Newspaper, Weekly and Monthly magazines versus Television, Radio & Web (3 hours)

6.1 The differences in approach between broadcast and print journalism

6.2 The different structure and style required for a book review

6.3 Focus on the importance of interviews in cultural writing and how to adapt the tone and style to the subject
The basic rules of interviewing, both face-to-face and by telephone

Guest Speaker: Edoardo Vigna weekly magazine journalist

7. Journalism & Movies: Perfect Wedding? (3 hours)

7.1 Mass Media influence – Citizen Kane (Orson Welles, 1941)

7.2 The most famous interview- Frost/Nixon (Ron Howard, 2008)

7.3 The crusader - Good Night, and Good Luck (George Clooney, 2005)

7.4 Fashion Journalism - The Devil wears Prada (D. Franckel, 2006)

8. Field Trip to the Condé Nast Group to visit the editorial offices of Vanity Fair and Vogue Italia or to the Italian Swiss Radio Station (2 hours)

Assessment task includes: *Writing a book review or Writing up an interview*

PUBLICITY

9. Communication Theory (3 hours)

9.1 Sociolinguistic aspects of communication

9.2 Movie: The Ides of March (George Clooney, 2011)

10. The importance of the Press Release (3 hours)

10.1 Writing a press release - What is a Press Release? When to Write a Press Release? How to Format a Press Release? What Makes a Good Press Release?

11. Creative marketing (3 hours)

11.1 Organizing a cultural event - The so called eight –steps

Assessment task include: *Writing a press release*



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PREREQUISITES

Strong interest and enthusiasm for the subject

METHOD OF TEACHING

Seminar (with group activities) and field trips

COURSE REQUIREMENTS

Since this course is a seminar course that revolves around class discussions, written assignments, presence of guest-speakers, it is particularly important for you to be in class to benefit from all that your fellow students, instructor and guest speakers have to offer. No more than three unexcused absences are permitted. You will fail the course on your fourth unexcused absence.

CREDITS

6 ECTS

GRADING

Attendance and class participation	10 % of final grade
Short writing assignments	20 % of final grade
Midterm Exam	30% of final grade
Final written Paper	40 % of final grade

COURSE READINGS AND MATERIALS

All the readings will be available in a course pack and the lecturer's slides will be available on Blackboard.

INSTRUCTOR BIO

Daniela Pagani Doctor of Philosophy in American Literature, Università Cattolica del Sacro Cuore, Milano; Degree in Foreign Language and Literature, Specialization in Information and Social Communication Sciences, Università Cattolica del Sacro Cuore, Milano. She is a free-lance journalist and a writer. At present she works as Head of Publicity for the Italian publishing house Neri Pozza and teaches Anglo-American Literature and Publishing & Journalism at Università Cattolica in Milano.

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