



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Publishing, Publicity and Cultural Journalism

PROF. DANIELA PAGANI

Area of study:	Media and Communications
Area Code:	CM/SO350
Method of Instruction:	in-person and live-streaming (dual mode)
Participation:	synchronous/live

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 & marketing. Students will learn the fundamentals of editorial acquisitions and editing, the importance of publicity and social media. Students will be required to think like publishers and to work as publicists or marketing assistants seeking creative projects and press strategies to stay ahead of the curve for consumers' time and attention.

1. You will learn useful skills to increase your future job prospects
2. You will learn from experienced professionals
3. You will be offered great networking opportunities

Course contents

PUBLISHING

A brief history of the book publishing industry

Focus on the historical, cultural and commercial knowledge of the publishing industry with a focus on the Italian situation

An overview of a Book Publishing House & the Editorial Office

The editorial project

How to create a Blurb and Book Jacket

Graphics & Iconography

Blurbs and Book Jackets

How to write a Book Report - Guest speaker: Sabine Schultz editor foreign literature - Neri Pozza Publishing House

Assessment task include:

Creating a Book Jacket Project

CULTURAL JOURNALISM

Brief history of Italian Journalism

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

Focus on Modern Journalism



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Newspapers, Weekly and Monthly magazines versus Television, Radio & Web versus Social Media

The differences in approach between broadcast and print journalism

The different structure and style required for a book review

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

Assessment task includes:

Writing a Book review or writing up an Interview

PUBLICITY & MARKETING

The Role of Public Relations and Publicity as Communication Tools for a Publishing House

Strategic management of information to ensure that writers and books achieve specific communications goals

Creative marketing

Organizing a cultural event and a preparing a marketing plan

Social media marketing

Assessment task includes:

Organizing a book's event

Prerequisites

Strong interest and enthusiasm for the subject

Method of instruction

Seminar and guest speakers

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 exam	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.



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Instructor bio

Prof. 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.

E-mail address: daniela.pagani@unicatt.it