

FACULTY OF POLITICAL, ECONOMIC AND SOCIAL SCIENCES (SPES)

MASTER EXECUTIVE IN CRATESIOLOGY: TECHNIQUES OF COMMUNICATION, MANIPULATION, CONDITIONING AND PROPAGANDA

Description and Objectives

The course aims to illustrate, in detail and with examples and exercises, communication techniques aimed at propaganda, manipulation, conditioning and subjugation of people and masses by individuals, groups or institutions of power, drawing on knowledge from social sciences, political sciences, communication sciences and neuroscience. At the end, students will be able to grasp, interpret and put into practice the main theories and techniques, declining them according to their own course of study or profession.

Subject Area

Philosophy, law, psychology, sociology, anthropology, pedagogy, neuroscience, communication science, political science, economics, journalism - SPS/01/02/03/11, MPSI/05, BIO/08

Target Group

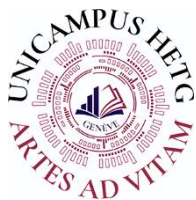
Internal and external students, professionals, interested parties.

Lesson Delivery

The lessons will be delivered in live streaming or asynchronous mode.

Admission Requirements

A High School Diploma is required.

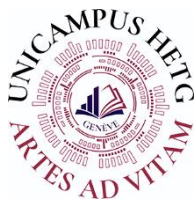


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MASTER EXECUTIVE STRUCTURE AND DURATION	
Teacher:	Prof. Lorenzo Maria Pacini
Structure:	Delivered during weekends and/or Sundays
Duration:	60 hours
ECTS:	60 ECTS
Enrollment:	Enrollment is possible at any time of the year
Mode:	Online
Price:	CHF/EUR 2.500,00 + CHF/EUR 300,00 (registration fee)

PROGRAMME

TOPICS	ECTS
1. Introduction to the course. The interdisciplinary approach. Brief history of communication. Philosophy applied to cratesiology. Political and cultural conceptions. Various fundamental concepts and definitions.	6
2. Elements of communication and social psychology. Cognitive, emotional and evolutionary aspects. Clinical psychology and research applied to cratesiology.	6
3. Elements of the sociology of communication and the masses. Mass communication: theories and models. Short- and long-term effects of mass communication.	6
4. Elements of social and cultural anthropology and pedagogy of the masses. Cultural and educational changes. The generational transition and revolutions.	6
5. The contribution of neuroscience and economics: neuromarketing, advertising and corporate communication, media planning. Globalisation and changing market scenarios. Communicational geopolitics.	6



TOPICS	ECTS
6. Principles of linguistics and neurolinguistics: theories and models. Short- and long-term reprogramming.	6
7. Constructing communication: techniques and models. Journalism between truth and fake news. Digitisation, computer algorithmics, social networks and digital transition.	6
8. Legal profiles on cratesiological theories and techniques. Relationship with rights and duties, national legal order, international law. Lawfulness, legitimacy, limits. Example historical cases.	6
9. Ethical profiles of cratesiology.	6

Bibliography (actually available only in Italian – professor will provide English texts)

Main texts

Gianluca Magi, *Goebbels. 11 tattiche di manipolazione oscura*, Piano B, Milano 2021

Etienne de la Boétie, *Discorso della servitù volontaria*, Feltrinelli, Milano 2020

Course Reader del docente – *Course Reader* by professor

Recommended texts

Robert Greene, *Le 48 leggi del potere*, a cura di J. Elffers, trad. it. E. Angelini, Baldini Castoldi, Milano 2018

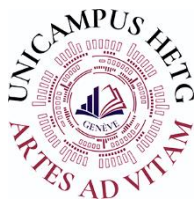
Edward L. Bernays, *Propaganda. Come manipolare l'opinione pubblica*, a cura di R. Valvola Scelsi, trad. it. G. Carlotti, ShaKe, Milano 2020

Shoshana Zubof, *Il capitalismo della sorveglianza. Il futuro dell'umanità nell'era dei nuovi poteri*, trad. it. P. Bassotti, LUISS, Roma 2019

Andrea Miconi, *Epidemie e controllo sociale*, Manifestolibri, Milano 2020

Byung-Chul Han, *Psicopolitica. Il neoliberalismo e le nuove tecniche del potere*, trad. it. F. Buongiorno, Nottetempo, Milano 2016

Michel Foucault, *Nascita della biopolitica. Corso al Collège de France (1978-1979)*, trad. it. Ma Bertani e V. Zini, Feltrinelli, Milano 2015



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www.unicampushetg.ch

Noam Chomsky, Edward S. Herman, *La fabbrica del consenso. La politica e i mass media*, Il Saggiatore, Milano 2014

George Orwell, *Il potere e la parola. Scritti su propaganda, politica e censura*, trad. it. A. Tozzi, Piano B, Milano 2021

Odoardo Ambroso, *Click propaganda Come sfruttare il potere dei dati nella comunicazione politica*, Edizioni LSWR, Milano 2019

Francesco Marrazzo, Gaetano Grasso, *Political digital strategy. Come fare campagna elettorale online*, Dario Flaccovio Editore, Palermo 2017

Lorella Lotto, Rino Rumiati, *Introduzione alla psicologia della comunicazione*, Il Mulino, Milano 2013

Gianpietro Mazzoleni, *La comunicazione politica*, Il Mulino, Milano 2012

Stefano Di Pietro, *Comunicazione di masse e scienze della mente. I meccanismi del consenso nel mondo contemporaneo*, Carocci, Milano 2017

Fortunato Bellonzi, *Umanesimo e Tecnocrazia*, UIPC, Torino 1961

Jean Majnaud, *Tecnocrazia e politica*, Cappelli, Roma 1965 (versione riveduta da Bellinzier e Ferrarotti)

Domenico Fisichella, *L'altro potere. Tecnocrazia e gruppi di pressione*, Laterza, Roma-Nari 1997

Flavia Derossi, *L'illusione tecnocratica*, Etas, Milano 1978

E. Grandi, D. Pacini, *La politica degli esperti. Tecnici e tecnocrati in età contemporanea*, Unicopli, Torino 2014

Marco Della Luna, *Oltre l'agonia. Come fallirà il dominio tecnocratico dei poteri finanziari*, Arianna Editrice, Bologna 2021

Alberto Giovani Biuso, *Disvelamento*, Algra Editore, Catania 2022.