Objectives: The course aims to provide students with skills and knowledge on the communication of prevention.

Program:
The course presents and discusses the four stages of prevention communication process (perception, knowledge, incorporation, behavioral change) presenting some case histories. Students are encouraged to build a communication strategy of prevention and a remix video on the topics of wellness.

Textbooks:
Volterrani A. Ethics and responsibility in social communication. Proposals for a community media practices, paper
Schwarz A., Seeger M. W., Auer A. (2016), The Handbook of international crises communication research, Wiley Blackwell, Chichester

Exam method:
Oral on texts proposed
Presentation and discussion of a communication strategy
Presentation and discussion of a video remix