

Università
della
Svizzera
italiana

Faculty
of
Communication
Sciences



Communication today is widely recognised as a strategic sector of activity for development not only in economic terms, but also in social and cultural domains. Digital technologies and global communication networks broaden the opportunities for relationships, collaborations, democratic participation and value creation, while global networking and individual mobility enable the daily concurrence of different cultures, languages and religions. The way culture is conceived and communicated is affected by these changes, which represent important challenges for the economy, politics and society. The Faculty addresses these complex challenges with an interdisciplinary approach based on the integration of humanities and technology, economics and social sciences, and offering solid higher education programmes both foundational and aimed towards professional practices.

Areas

- Corporate and Institutional Communication
- Digital Technologies for Communication
- Health Communication
- Intercultural Communication
- Italian language, Literature and Culture
- Linguistics and Rhetoric
- Marketing
- Media and Journalism
- Philosophy

Research at the Faculty of Communication Sciences

At the USI Faculty of Communication Sciences, the focus of research activities is on the challenges that define the three crucial dimensions of human experience: communication, culture and society.

Global communication networks have opened up many new possibilities for interaction and have generated great wealth, but at the same time, they have brought a series of new risks, such as surveillance and violation of privacy, information "bubbles", and manipulation. Also, the globalisation of communication networks does not automatically produce intercultural understanding: in fact, the challenges of linguistic, cultural, philosophical and religious diversity are even more relevant in a multipolar world affected by massive migration flows. Finally, in an era defined by such technological and cultural changes, there is an urgent need to rethink how culture is created and transmitted, to build a memory for the future.

The interdisciplinary approach and the energy with which faculty and staff members interact and deal with each other enables our Faculty to offer a unique, innovative and relevant contribution in the context of these challenges, in purely theoretical and in applicative contexts alike.

An essential role in the overall dynamic is played by the many research projects conducted at the national and international level, by the Faculty institutes in nine main study areas: corporate and institutional communication, digital technologies for communication, health communication, intercultural communication, Italian language, literature and culture, linguistics and rhetoric, marketing, media and journalism and philosophy.



Academic Programmes

Bachelor Communication Sciences
Lingua, letteratura e civiltà italiana

Master Cognitive Psychology in Health Communication, Management & Health
Corporate Communication
Digital Fashion Communication
Financial Communication
International Tourism
Lingua, letteratura e civiltà italiana
Marketing and Transformative Economy
Media Management
Philosophy
Public Management and Policy

PhD Communication Sciences
Lingua, letteratura e civiltà italiana

Executive education Communications Management
Education Management
Intercultural Communication



Professors

Gabriele Balbi

Associate Professor
media history, history of telecommunications, history of digital media, history of media studies, political economy of communication, media failures, media in China, old and new media, media change and continuity, analogue and digital

Corrado Bologna

Adjunct Professor
Medieval and humanistic literature, Medieval Italian literature, Romance philology and linguistics

Lorenzo Cantoni

Full Professor
digital fashion communication, educational technology, eGovernment, eLearning, eReligion, eTourism, hospitality and tourism marketing management, ICT for developing countries, ICT for tourism industry, information and communication technology and mobility, MOOC, new media, social media, travel agent training

Antonella Carrassa

Full Professor
interpersonal communication, psychology, social normativity, social reality

Marco Colombetti

Adjunct Professor
artificial intelligence, cognitive science, data access control, digital privacy, digital technologies, interpersonal communication

Bertil Cottier

Full Professor
broadcasting media, data access rights, data protection, foreign legal systems, international law, internet governance, public sector communication, radio-tv legislation, transparency, whistleblowing

Jolanta Drzewiecka

Assistant Professor
cultural identity, diversity, immigrants, intercultural communication, public memory, race, stereotypes

Sara Garau

Assistant Professor
18th and 19th century literature, autobiographical literature, Italian literature, letter writing, storytelling, travel literature

Michael Gibbert

Full Professor
branding, buyer-supplier relationship, customer value, hospitality and tourism marketing management, human dimension in wildlife management, innovation management, marketing, onerous consumption, public administration, supplier relationships, sustainable resource utilisation

Sara Greco

Assistant Professor
argumentation, argumentation and education, children's reasoning, conflict resolution, dispute mediation, equal opportunity, interpersonal communication, migration, persuasion

Annegret Hannawa

Associate Professor
communication errors, health care delivery, health communication, health education, health risk, healthcare quality, interpersonal communication, medical errors, patient communication, patient safety

Matthew Hibberd

Full Professor
climate change, media audiences, media genres and formats, media policy, public service broadcasting

Giacomo Jori

Associate Professor
19th and 20th century literature, hermeneutics and history of criticism, poetry, religious literature

Gilles Kepel

Adjunct Professor
current geopolitical configurations, islam, Middle East Mediterranean region, political-religious movements, political science, terrorism

Benedetto Lepori

Adjunct Professor
higher education, public management, research policies, S&T indicators

Katharina Lobinger

Assistant Professor
digital culture, digital media and technologies, ethics, interpersonal communication, multimodal communication, new media, online communication, political communication, social media, visual communication, visual methods

Francesco Lurati

Adjunct Professor
branding, crisis communication, organisational identity and culture, public relations, reputation management

Jeanne Mengis

Full Professor
corporate communication, decision making, incident investigation, information overload and processing, cross-disciplinary collaboration, knowledge management, materiality, organisational behaviour, organisational communication, organizational learning, organisational space, patient safety, root cause analysis, visual methods

Kevin Mulligan

Full Professor
analytic philosophy, history of Austrian philosophy, metaphysics, philosophy of mind

Kent Nakamoto

Adjunct Professor
doctor-patient interaction, health communication, health education, health literacy, participatory decision-making, patient empowerment

Léna Pellandini-Simányi

Assistant Professor
consumer behavior and culture, critical management studies, cultural theory, economic sociology, ethical consumption, financialisation, financial regulation, mortgage markets, political consumerism, practice theory, social studies of finance, sociology of forecasting and expectations, sociology of markets, sociology of morality

Stefano Prandi

Full Professor
Dante and Medieval thinking, history of mentalities and disciplinary models between the Middle Ages and the Modern Age, literary theory and history of genres, literature and religion in the 15th and 16th centuries, literature of the Renaissance, philology and hermeneutics, poetry of the Novecento

Fabio Pusterla

Adjunct Professor
contemporary Italian literature and poetry, linguistics, regional literature and European traditions, young readers

Andrea Rocci

Full Professor, Dean
argumentation, discourse analysis, financial communication, financial journalism, linguistics, multimodal communication, newsroom interaction, semantics

Peter Schulz

Full Professor
argumentation, doctor-patient interaction, health communication, health education, health literacy, participatory decision-making, patient empowerment

Peter Seele

Full Professor
business ethics, ethics, privacy, sustainable development, XBRL, eXtensible business reporting language

Suzanne Suggs

Full Professor
behavior change communication, health and sustainability related behaviours, health communication, health education, health promotion, lifestyle behaviours, marketing, social and preventive medicine, social marketing

Jean-Patrick Villeneuve

Associate Professor
accountability, communication of public institutions, public governance, public sector communication, relations between public institutions and citizens, sport betting, transparency

Maurizio Viroli

Full Professor

civic education, political communication, political philosophy, political theory, republicanism

Luca Visconti

Full Professor

behavioural insights, branding, consumer behaviour, consumer culture, consumer well-being, luxury, market vulnerability, marketing, marketing ethnography, materiality, political consumerism, qualitative research methods

**The Faculty
in numbers**

Students	763
Graduates	3055
Professors, lecturers and researchers	200
Countries represented	50
Active research projects	18
Institutes supported	7
Study and research areas	9



Università della Svizzera italiana is one of the 12 certified public universities in Switzerland, coordinated by swissuniversities. USI is organised in five faculties and is active in several study and research areas: architecture, communication sciences, computational science, data science, economics, health studies, humanities, informatics, law, medicine and biomedicine.

USI is a young and lively university, a hub of opportunity open to the world where students are offered a quality interdisciplinary education in which they can be fully engaged and take centre stage, and where our researchers can count on having the space to freely pursue their initiative.

Around 2800 students and about 800 professors and researchers, hailing from over 100 countries, convene every day on the three campuses in Lugano, Mendrisio and Bellinzona. The relatively small size of the campuses encourages the free flow and open exchange of ideas within the academic community. USI encourages faculty, students and researchers to develop their potential, and appreciates their curiosity and willingness to experiment with new ways of teaching, thinking, and working.

Established in 1996, USI is in constant evolution, always taking on new challenges while remaining true to its three guiding principles: quality, openness and responsibility.

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