

PROVA A

1. Partendo dalla Legge n. 150/2000, che disciplina le attività di informazione e di comunicazione delle pubbliche amministrazioni, a cosa sono finalizzate le attività di informazione e di comunicazione condotte dagli Enti Pubblici?
2. Quali sono le differenze tra la comunicazione sui media tradizionali e sui social?

Amo JF me  
fo

Therefore, *Corriere* started covering the European elections by explaining the meaning of the elections<sup>42</sup> and, on 9, it announced what was seen as “the great occasion”. That is that “the small continent, what remains of two world wars”, Alberto Cavallari wrote quoting Le Roy Ladurie, went to vote. But “also the core of a civilization, the ‘mother’” went to vote. “Both the US and the USSR will be *also* what the Europeans will be able to be”.<sup>43</sup>

Cavallari did not conceal the risks that hid behind the vote; however, though twenty years later, if the Europeans had worked “magic”, the vote could have engendered great revolutions and, among these, could have “overcome the mediocrity of national parliaments”, coming out of disintegration and conflicts, outlining that political face that Europe did not have as yet.

These observations were generally supported by the whole press: “the eve’s mood did not encourage optimism at all”, reaffirmed Ugo Piccione, for example, in *Il Sole 24 Ore* on 5 June, which moreover dedicated one single page in the whole week to “What it means to vote Europe for Italy”.<sup>44</sup>

Therefore, while the newspapers pointed out that “the coincidence with the Italian elections distracted attention from the other consultation”, also more pragmatic interpretations began to appear. According to *Il Giorno*, for example, it was necessary to affirm

that, whereas Europe does need Italy much (and it is in fact destined to be subjected to the repercussions and consequences of our crisis), Italy needs Europe. It needs Europe to strengthen its political institutions, to recover their efficiency, but also not to set itself on the slippery slope towards underdevelopment, and find itself to become as a third world country.<sup>45</sup>

42 Cf. D. Frescobaldi, “L’identikit dell’eurocandidato”; V. Kasam, “Alle urne come e perché”, *Corriere della Sera*, 7 June 1979.

43 A. Cavallari, “La grande occasione”, *Corriere della Sera*, 9 June 1979.

44 U. Piccione, “Ora votiamo per il Parlamento europeo che riaccende le speranze di federalismo”, *Il Sole 24 Ore*, 5 June 1979; cf. D. Ferrari, “Cosa significa per l’Italia votare Europa”, *Il Sole 24 Ore*, 7 June 1979.

45 “Confronto”, *Il Giorno*, 10 June 1979.


  
 AMO

PROVA B

1. Partendo dalla Legge n. 150/2000, che disciplina le attività di informazione e di comunicazione delle pubbliche amministrazioni, quali compiti sono demandati alla figura dell'addetto stampa e come è organizzato un Ufficio stampa?
2. Quali sono le differenze nella comunicazione sulle diverse piattaforme social?

Handwritten signatures and initials in the bottom right corner of the page. There are three distinct marks: a large, stylized signature on the left, a smaller signature or set of initials in the middle, and another signature on the right.

Everybody agrees – he wrote – to acknowledge that Europe, instead of becoming a unifying element for many parties, produce cartels, alliances, groups, will be used in national struggle as a dissociating instrument, another reason to make the prosecution stronger, arouse the debate, and tighten the conflict. Thus, all think that in June we will be less European than yesterday.<sup>2</sup>

Yet, as Cavallari himself restated two weeks later, a popular Parliament, elected by direct suffrage and representing the source of a real interdependence, was the “sole way to bring European involution to an end. Otherwise Europe will remain as it has been so far: a free trader toy”.<sup>3</sup>

A crucial appointment, that of the election of Strasbourg Assembly, which however fell in a period when the European countries were bent over their own business: in Italy, England and Luxembourg all citizens were occupied with the national vote; in France, according to all columnists, the European consultation was exploited for internal politics reasons in order to establish the new relations of power between the gollists and the guiscardians. And as regards the northern part of the continent – Germany, the Netherlands and Denmark – many questioned the real interest of the populations in the unification. In other words, the vote had to be “historic”, but one suspected insufficient participation or even an inverted referendum.

In Italy, furthermore, the situation was very complex, as usual. On 31 March the Andreotti government collapsed for one vote only and the day after president Pertini dissolved Parliament. The seventh legislature witnessed the birth of the “no confidence” government first and then that of the government which grew out of the five-party agreement between the DC, PCI, PRI, PSI and PSDI. Yet, despite a 95% supermajority in Parliament, after thousand days only, this legislature was over and the government broke the elections up.

2 A. Cavallari, “Europa: l’inflazione elettorale”, *Corriere della Sera*, 3 April 1979.

3 Id., “Si può ancora schiarire l’orizzonte dell’Europa”, *Corriere della Sera*, 26 April 1979.

Handwritten signatures and initials in the bottom right corner of the page, including what appears to be 'Ans' and 'Pia'.

PROVA C

1. Partendo dalla legge n. 150/2000, che disciplina le attività di informazione e di comunicazione delle pubbliche amministrazioni, quali sono le differenze tra il Piano di comunicazione e piano editoriale?
2. Comunicazione interna ed esterna: quali differenze, quali linguaggi, quali criticità e quali contaminazioni?

*[Handwritten signature]*

## “The Ballots Return the Rebirth of a Continent”. The First European Parliament Elections as Seen in Opinion Dailies

Antonio Maria ORECCHIA

United Europe is opposed by those who openly declare themselves against unity, like the gollists, the French communists (also the Italians until a few years ago) and a large part of the English labourists. But Europe is also hindered by those who restrict themselves to mere verbal expressions and do not practically do anything in favor of the ideal they affirm to support with enthusiasm. The second group of opponents is more insidious and less sincere than the first. Some managers of the Italian parties could be included in the latter.<sup>1</sup>

Domenico Bartoli's emotional outburst, in *Il Giornale* as of 13 May 1979, did not only refer to the government decision to separate the vote for the general and European elections and fix it in two consecutive weeks (3-4 and 10 June), but even to president Pertini's decision to dissolve Parliament. He thought they would have had to “let only the elections for Europe to be carried out [...], which would probably start a new chapter in the history of our continent”.

This was no isolated denounce in the news industry – and it was wholly justified: in fact, in 1979 the electoral campaign of the European Parliament by universal suffrage lasted only four days. A campaign which was, moreover, dominated by “Europessimism”, a term that had occurred on the newspaper pages long since.

Alberto Cavallari, in the *Corriere della Sera* columns, had been among the first to highlight the above already two months before the elections:

<sup>1</sup> D. Bartoli, “E se ci ricordassimo un po' più dell'Europa?”, *Il Giornale*, 13 May 1979.

