

Elenco 1

1. Quali sono gli elementi per un progetto di divulgazione scientifica di successo?

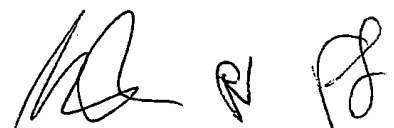
2. I principali KPI per la misurazione dell'efficacia di una campagna ADV.

At Stanford 2021: The year in review

Looking back on a year that saw the Stanford community reconnect after 18 months apart and resume in-person teaching, working and learning.

Thanks to the Stanford community's deep commitment to keeping each other safe through vaccination, masking, social distancing and regular testing, campus activity gradually began to pick up again in 2021.

Faculty, students and staff reconnected with their peers and colleagues, with some meeting each other in person for the first time. Athletics welcomed back Cardinal fans and our museums reopened their doors to the local community, all with added safety protections, of course.

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Elenco 2

1. Quali sono gli strumenti per la comunicazione pubblica della scienza?

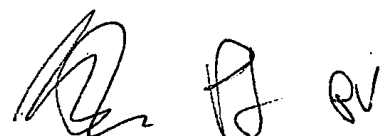
2. Quali sono le principali caratteristiche di un CMS come Drupal o Wordpress?

EUTOPIA Week 2021: first 'live' meeting of the Alliance

A year and a half after the launch of EUTOPIA (European Universities Transforming into an Open Inclusive Academy for 2050), the representatives of the 10 universities of the alliance met in person for the first time in Barcelona, from 22 to 26 November 2021.

EUTOPIA Week 2021, organised by Universitat Pompeu Fabra, focussed on Planetary Wellbeing. It was also an opportunity to consider the results of the first part of this collaboration and to establish future strategic policies with a view to participating in the new Erasmus+ European Universities Initiative funding programme.

In 2019, EUTOPIA (European Universities Transforming into an Open Inclusive Academy for 2050) was one of the first 17 European university alliances to obtain funding through the European Universities Initiative. There are currently 41 alliances which have received funding from the European Commission.



Elenco 3

1. Quali le differenze tra un piano editoriale per il web ed il piano editoriale per i social media?

2. Cos'è la privacy policy di un sito web di Ateneo?

Plan Your Summer 2022 at Columbia

Apply now for Summer 2022

Spend an unforgettable summer in New York City, and engage with key University faculty and other exceptional students. Find key dates and application requirements here.

Columbia Summer Session offers students the unique opportunity to foster academic, cultural, and career experiences as they advance their studies in the classroom. Through co-curricular learning, students can experience the vibrancy of campus life, amid the energy of New York City.

Columbia University is one of the world's most important centers of research and at the same time a distinctive and distinguished learning environment for undergraduates and graduate students in many scholarly and professional fields.

REV 1

Elenco 4

1. Quali sono le differenze tra una campagna su FB e una su Instagram

2. Cosa si intende per users experience?

UK plants flowering a month earlier due to climate change

Climate change is causing plants in the UK to flower a month earlier on average, which could have profound consequences for wildlife, agriculture and gardeners.

A research team led by the University of Cambridge has found that the effects of climate change are causing plants in the UK to flower one month earlier under recent global warming.

They found that the average first flowering date from 1987 to 2019 is a full month earlier than the average first flowering date from 1753 to 1986. The same period coincides with accelerating global warming caused by human activities.

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Elenco 5

1. Quale differenza tra una campagna social organica o a pagamento.

2. Definizione e contenuti di una cookie policy.

A Grant to Alon Rosen From Fondazione Cariplo

THE GRANT AIMS TO ATTRACT TO UNIVERSITIES IN LOMBARDY SCHOLARS WHO WORK ABROAD AND HOLD AN ERC GRANT

Over the last few years, the importance of digital transformation is ever more evident, especially in dealing with emergencies such as COVID-19. However, the increasing use of the internet and associated technologies leads to data privacy issues, and that's where cryptography comes in, a tool that allows systems to be protected from illicit behavior.

Rosen's research focuses mainly on the theoretical foundations of cryptography and their interaction with computational complexity in order to identify secure cryptographic systems

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Elenco 6

1. Quali sono le differenti campagne ADV che si possono realizzare

2. Cosa si intende per CTA (call to action) e a cosa serve?

Civilian service at the University of Bologna

Discover the projects and submit your application by 10 February.

If you are between 18 and 29 years old, a European citizen, or non-European citizen with a valid permit to reside in Italy, and are interested in joining the voluntary Universal Civilian Service, you can do so at one of the campuses of the University of Bologna.

Why the civilian service?

To take advantage of an important and often unique personal growth opportunity, add a qualifying experience to your CV and dedicate your time to solidarity and the good of others.

Where?

At the University! In 2022 the University offers you the opportunity to choose from a number of projects to be carried out on different campuses. There are 2 projects in Bologna, 1 project in Forlì, 1 project in Rimini and 1 project in Ravenna.

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Elenco 7

Crisis management della comunicazione in un ente pubblico: le principali azioni da svolgere.

Cosa si intende per PDF interattivo e ipertesto? Quali opportunità offre?

Are you brave enough to change the status quo?

Small talk and white noise fill the room at Università Cattolica del Sacro Cuore, the space for the conference about the fashion industry between the last week of January and the first week of February in 2015. He strolls inside, excusing himself to shear through the bustle of the crowd until he finds himself in the first row, across the platform where the Chief Executive Officer (CEO) and Executive Managers of a high-end fashion company position.

When one of the managers walks down from the platform, his candid self-grabs the opportunity to tell the manager that their company fails to be transparent and clear in giving the “right rights” to their employees as they give most of the incentives to the manager who fires most workers.

ME RVE

Elenco 8

1.Cosa si intende per piano editoriale per il lancio o lo sviluppo di un progetto su WEB

2.Adobe Suite: quali sono le principali caratteristiche.

Cristina Messa, Minister of University and Research

Mario Draghi has agreed to serve as prime minister and has formed the new Government: Prof. Cristina Messa is the new Minister of University and Research.

"I am proud of the appointment of Professor Cristina Messa," commented Giovanna Iannantuoni, Rector of Milano-Bicocca, "who has a very high academic profile and great institutional integrity. She will bring all her expertise and professional skills to the Ministry of University and Research."

Marta Cartabia, a former professor of Constitutional Law at the university, will also be a member of the new government, taking over as Minister of Justice.

The Rector and the entire academic community proudly congratulate Prof. Messa and Prof. Cartabia and wish them all the best in their prestigious roles.

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Elenco 9

1. Quali sono le principali regole per gestire un profilo social di Ateneo?

2. Pro e contro di un CMS proprietario e di un open source.

The University of Milan-Bicocca in the ranking of the best universities in the world

The University of Milan-Bicocca in the ranking of the best universities in the world according to the Times Higher Education - World University Ranking, which assesses teaching, technology transfer, research, the impact of scientific citations, the internationalisation of academic staff and the ability to attract foreign students.

Compared to last year, Milano-Bicocca climbs up the rankings despite the increase in the number of universities surveyed.

Our university shows an increase on all the dimensions of analysis; moreover, confirming the impact of its excellent scientific production

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Elenco 10

1. Cos'è la policy interna e la policy esterna nei social di Ateneo?

2. Quale è la gerarchia dei contenuti in un pagina WEB

Summer School in Lampedusa "The Anthropocene: A New Epoch For The Earth, A New Challenge For Humanity"

Registration for the summer school "THE ANTHROPOCENE: A NEW EPOCH FOR THE EARTH, A NEW CHALLENGE FOR HUMANITY: A transdisciplinary approach to the theoretical, practical aspects of sustainability" (11-16 October 2021) is now open.

The Summer School will take place in the buildings of the Marine Protected Area "Isole Pelagie" on the island of Lampedusa (Italy) for a maximum number of participants equal to 30. The Summer School main objectives are

- i) to provide a transdisciplinary cultural reference framework regarding the historical aspects, the impacts of the Anthropocene together with the tools of sustainability and environmental restoration,
- ii) to present thematic insights relating to the chemical, geological and environmental,



Elenco 11

1. Come scrivere e descrivere quali sono gli elementi essenziali di una notizia e di un evento per il sito di Ateneo.

2. Quali sono le componenti che un CMS standard consente di utilizzare per realizzare una pagina WEB.

Irony is the Word of the Year 2022!

"Freedom begins with irony" wrote Victor Hugo.

Perhaps this is precisely why the word "Irony" has been chosen by the IULM community as Word of the Year 2022. Because after two years of pandemic - which unfortunately does not seem to be abating - we all have a deep hunger for freedom. Freedom to travel, to be together, to visit places and people, to live our social animal life.

If it is true that COVID-19 has cornered us, it is also true that in this dramatic situation we have also (re)discovered something very important: laughter makes our lives and our imprisonment lighter. We need only think of the memes that invaded the web and social networks during the first months of the epidemic, portraying the mockery of fear and which, once shared, helped us to manage the crisis with irony and creativity.



Elenco 12

1. Quali sono gli strumenti informatici e multimediali necessari allo sviluppo di progetti comunicativi?

2. Funzioni ed utilizzo del CRM

Expo Dubai 2020: IULM for Artificial Intelligence

After the success of the show "Le due Lune", IULM University will be again protagonist of the Italian Pavilion at EXPO Dubai 2020 with an event dedicated to Artificial Intelligence.

The conference, titled "Humanism and Artificial Intelligence. New ways of thinking, learning, and leading change for society and education" to be held on December 17th at 8 am (Italian time, 11 am in Dubai) is organized by Guido Di Fraia, Riccardo Manzotti and Francesco Galli.

The event, which will be attended by international guests, will address the theme of the impact of technological innovation and artificial intelligence on the production and transmission of knowledge. Artificial intelligence is a border that crosses the traditional boundary between human and digital and projects us towards a technological humanism that is redesigning the dominant models of thought, society and education..

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Elenco 13

1. Quali sono le competenze necessarie per un redattore di contenuti per il web?

2. URL, redirect e rebranding di un indirizzo html.

New test can identify if a patient has cancer and if it has spread

A University of Oxford study published in *Clinical Cancer Research*, a journal of the American Association for Cancer Research, outlines a new type of blood test that can be used to detect a range of cancers and whether these cancers have spread (metastasised) in the body.

The study analysed samples from 300 patients with non-specific but concerning symptoms of cancer, such as fatigue and weight loss, who were recruited through the Oxfordshire Suspected CANcer (SCAN) pathway.

The researchers assessed whether the test could distinguish patients with a range of solid tumours from those without cancer

Elenco 14

1. Cos'è una strategia di comunicazione crossmediale e quali i possibili rischi.

2. Quali sono i fondamenti deontologici del giornalista?

Nobel Prize ceremony for Giorgio Parisi

On Monday, December 6, 2021 our Aula Magna hosted the awarding ceremony for the 2021 Nobel Prize medal and diploma to Professor Giorgio Parisi

On December 6, 2021, Sapienza's Aula Magna hosted the Award Ceremony for the 2021 Nobel Prize in Physics to Giorgio Parisi. Due to the current pandemic, the Nobel Prizes are not awarded in Stockholm but in the prizewinners' home countries.

Several political and academic figures attended the event.

Swedish Ambassador Jan Björklund, on behalf of the Royal Swedish Academy of Sciences, awarded the Nobel Prize medal and diploma "for the discovery of the interplay of disorder and fluctuations in physical systems from atomic to planetary scales."

Giorgio Parisi dedicated the prize to his mentor Nicola Cabibbo.

Elenco 15

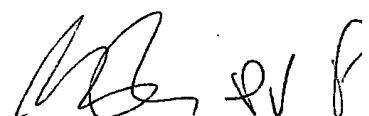
1.Indicare quali sono i più diffusi tools per la gestione di campagne social.

2.La legge istitutiva dell'ordine dei giornalisti: gli albi e la procedura disciplinare.

San Giobbe student residential complex inaugurated

Ca' Foscari is transforming the city of Venice: the Venetian skyline now encompasses a new building complex, which features exposed brickwork and copper. The city's surface was actually extended by a few metres in order to host the new student residential complex, which Ca' Foscari inaugurated today with DoveVivo, the largest co-living company in Europe.

The complex has been designed by architect Vittorio Spigai where Le Corbusier once imagined the city hospital, which was never built. The residence hosts 229 students and offers quality services, as well as spaces that are open to the public. The staff members of Ca' Foscari who are involved in the project are the Project Manager, architect Marlene Magnanini, and the Technical Manager, engineer Tiziano Pompele



Elenco 16

1. Quali sono le figure professionali coinvolte nell'attività di comunicazione di un evento?

2. Quali sono gli organi di governo e gestione dell'Università di Padova?

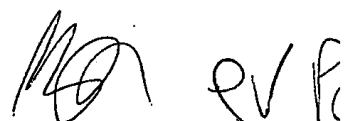
Politecnico di Milano and CONI broaden sports facilities knowledge

Politecnico di Milano and CONI - Comitato Olimpico Nazionale Italiano (Italian National Olympic Committee) signed a framework agreement for training students and graduates and conduct sports facilities research.

The partnership promotes training initiatives and learning paths that allow students and graduates to expand their sports facilities construction and management knowledge. This includes laboratory exercises, projects and degree papers.

This agreement will allow studies and research aimed at sector technological innovation and provide courses for CONI operators' professional updating.

The agreement signing was attended by CONI President Giovanni Malagò, Politecnico Rector Ferruccio Resta, Politecnico agreement Scientific Coordinator Emilio Faroldi, and Rector's Delegate for Sport Activities Francesco Calveti.

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Elenco 17

1.Cosa significa mobile first in un contesto WEB?

2.Cosa si intende per terza missione?

King Jr. Commemorative Lecture at Harvard

In October 1962, Reverend Dr. Martin Luther King Jr. spoke at Harvard Law School about the future of integration and the path to racial justice. "Human progress comes as a result of the tireless efforts and the persistent work of dedicated individuals," said Dr. King.

In honor of the 60th anniversary of that speech, President Larry Bacow announced the annual Dr. Martin Luther King Jr. Commemorative Lecture at Harvard, which aims to recognize such dedicated individuals, who through their activism, advocacy, scholarship, or service, have made an indelible contribution to advancing justice and equality.

Beginning with the inaugural public lecture in October 2022, the Harvard community each fall will acknowledge and celebrate an individual who, through activism, advocacy, scholarship, or service, has helped to advance the work that inspired Dr. King to act and lead.

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Elenco 18

1. Cosa si intende per accessibilità di un sito WEB e come si può garantire?

2. Cosa disciplina lo Statuto d'Ateneo?

Growing Up in Ireland: Work, study, leisure – and living with parents

Growing Up in Ireland today] published a new report on the lives of 20 years olds. The study provides valuable insights into the health and well-being of young people and finds that most young adults are still in education, living with their parents and spending more time online. Growing Up in Ireland (GUI) is the national longitudinal study of children. It is carried out by a consortium of researchers led by the Economic and Social Research Institute (ESRI) and Trinity College Dublin. The report focuses on young adults who were aged 20 in 2018/19 and who have been followed by the researchers since they were just 9 years old.

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RV

Elenco 19

1.Cosa si intende per DEM - direct e-mail marketing

2.Ruolo e Funzioni di prorettori e delegati della Rettrice

No Women No Panel campaign

On Tuesday, January 18, at 4:00 pm, at the RAI headquarters in Rome, Rector Antonella Polimeni, on behalf of the Conference of Italian University Rectors (CRUI), will sign the Memorandum of Understanding "No Women No Panel - Senza donne non se ne parla", together with RAI President Marinella Soldi. The Italian Minister for Family and Equal Opportunities, Elena Bonetti, will also be attending.

No Women No Panel aims to raise awareness of gender balance in panels, debates, conferences, radio and television broadcasts, and communication activities.

Institutions and organisations from all over Italy are participating in the initiative promoted by the European Commission and organised by RAI, and will be attending the signing of the Memorandum. The President of the Italian Republic has also endorsed the project.

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Elenco 20

1. Cos'è e quali elementi strutturano una newsletter?

2. Cos'è e cosa prevede il Codice Etico d'Ateneo?

Update for students about the end of "Plan B" safety measures in England

The government has announced that "Plan B" safety measures will be removed in England. Find out what this means for you and what safety measures UCL is taking to keep everyone on campus as safe as possible.

We are continuing to work closely with UCL's public health experts and encourage everyone to get vaccinated or boosted if you can, as well as getting tested regularly for COVID-19. The NHS vaccination centre at Bidborough House remains open and the UCL Connect to Protect service will continue. If you feel unwell, even if you don't have COVID-19 symptoms, you must stay at home and not come to campus

MA PV AF

Elenco 21

1. Quali strumenti conosce per la gestione dei contatti raccolti attraverso campagne on line e off line?

2. Quali sono i doveri nei confronti dei minori del giornalista?

International Student Welcome Week

An entire week dedicated to welcome and orientation activities for foreign students arriving in Rome:
February 7-11, 2022

Studying in Europe's largest university, learning a new language, living in a European capital in a foreign country and meeting other students is a fantastic opportunity, but it can also be hard!

The International Office International Student Welcome Week is an event dedicated to welcome and orientation activities for foreign students arriving in Rome. The seventh edition of the Welcome Week for international students will be held on February 7-11, 2022 for students arriving in the second semester of academic year 2021-2022!

AS 17 RV

Elenco 22

1. Cos'è e come si struttura un piano editoriale?

2. Il direttore di una testata giornalistica deve essere sempre un giornalista?

The Black Women Oral History Project

The Black Women Oral History Project interviewed 72 African American women between 1976 and 1981.

With support from the Schlesinger Library, the project recorded a cross section of women who had made significant contributions to American society during the first half of the 20th century.

Many interviewees in the collection had professional careers in fields such as education, government, the arts, business, medicine, law, and social work. Other women who were interviewed combined care for their families with volunteer work at the local, regional, or national level.

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Elenco 23

1. Cos'è il diritto all'oblio?

2. L'istituto e il funzionamento della rettifica.

Meet our faculty

Elizabeth Reese

My name is Elizabeth Reese, Yunpoví, and I am from the Pueblo of Nambé. I was born in a house that was originally built by my great-grandparents out of traditional adobe brick, and I grew up praying in one of the oldest buildings on the continent.

My parents met as teachers at the Santa Fe Indian School. My mother is Pueblo and my father is from a small town in Pennsylvania, the seventh child of a Lutheran minister. Growing up, my mom took me to ceremony and instilled values from my Native culture and heritage, and my father—who loves history and the classics—read to me from Homer and took me to Shakespeare plays. I was navigating both cultures and worlds.

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Elenco 24

1. Cosa si intende per linguaggio di genere?

2. Trattamento delle immagini e privacy

Stanford economist Guido Imbens wins Nobel in economic sciences

Stanford economist Guido W. Imbens was awarded the Nobel Sveriges Riksbank Prize in Economic Sciences today for his work in econometrics and statistics.

Throughout his career, Imbens has conducted influential work to help address the limitations of real-world experiments of social scientists, greatly improving researchers' ability to assess the effects of interventions from both field and experimental data. His work is used to analyze complicated research questions such as the effectiveness of a new drug on a patient or the impacts of new regulation on economic activity.

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Elenco 25

1. Diritto d'autore e riutilizzo dei contenuti: il caso dei creative commons?

2. Quali dati non sono pubblicabili

Ways to Celebrate Black History, Culture, and Arts Uptown This February

This February, celebrate Black History Month with art, and music in Upper Manhattan and around New York City. With everything from photography exhibitions to virtual panels and self-guided tours, there are many ways for everyone to learn about the richness of Black culture and how it shaped the New York City we love today.

Know of a Black History Month event or exhibition that we should include here? Send us an email.

Explore the history of the Jumel Historic District in Washington Heights through the eyes of artist Rose Deler whose large-format, black and white film portraits depict the residents and architecture of one of New York's most historic neighborhoods. January 13 – April 3, 2022.

M *S* *RV*

Elenco 26

1. Alcuni esempi di contenuti autoriali o giornalistici-digitali.

2. Differenza tra titolare, contitolare e responsabile del trattamento dei dati.

Stanford team finds benefits to online autism treatment

In the early phase of the COVID-19 pandemic, Stanford Medicine researchers had to pause a study of autism treatment in preschoolers. The participants, young children with speech delays, had been coming to Stanford 12 hours a week for a therapy called pivotal response treatment, which uses autistic children's interests to motivate them to talk.

For the families who participated in the pilot program, the help they received during the difficult early days of COVID-19 was invaluable.

"Families were extremely grateful we could do anything to help their children, and excited and surprised at how much their kids could learn online," Gengoux said.

MA RV A

Elenco 27

1.Cosa si intende per comunicazione cross-mediale.

2.Quali sono le principali modifiche introdotte dal GDPR sulla privacy?

Patrick George Zaki's arrest: the motion of the University of Bologna

Following a proposal by the Rector Francesco Ubertini and by mutual agreement of the board of governors, the directors of Departments, the Campus Presidents, the Administrative and Technical Staff Council and the Student Council, the Academic Senate, at the special session of 12 February 2020, passed the following motion regarding the arrest of Patrick Zaky, a young student enrolled in the "GEMMA" Master at the University of Bologna.

"As members of the scientific and academic community of Alma Mater Studiorum - University of Bologna, we were and still are deeply upset by the recent news of Patrick Zaky's arrest, as he is a member of our community and a student of the Erasmus Mundus Master of Arts "GEMMA" in Women's and Gender Studies. We hereby urge representatives of our Government and of the European Union, who have already taken prompt action, to keep monitoring this matter with close attention so that Patrick Zaky's fundamental rights are safeguarded from any violation".

Elenco 28

1.Cosa si intende per verifica delle fonti?

2.Principali riferimenti normativi in tema di privacy

A look at yourself and a look at the future. That's how to choose your course of study

From guiding them through orientation activities to their farewell at the graduation ceremony, Annalisa Prencipe, dean of the Bocconi undergraduate school, advises three-year students on their choices.

When we met with Annalisa Prencipe, it was the eve of the Graduation Ceremony, the day of proclamation of the three-year graduates, the moment that she considers the "most rewarding". As Dean of the Undergraduate School, the professor, holder of the KPMG Chair in Accounting, is called to give the closing speech. "In the speech I want to remind students of the values transmitted in the past three years and I try to be an inspiration for the continuation of their studies," she comments. "But the most exciting part is the meeting with parents and families from all over the world who rejoice in a goal that is not to be taken for granted these days".



Elenco 29

1. Definizione e funzioni del "tono di voce" in un contenuto WEB

2. Amministrazione Trasparente: cosa pubblicare

New European Bauhaus Prizes 2022

Applications are open

The New European Bauhaus, sponsored by the European Commission, is a creative and interdisciplinary initiative creating a meeting space for designing future ways of living, at the crossroads of art, culture, social inclusion, science and technology. It brings the Green Deal to the places where we live and calls for a collective effort to imagine and build a sustainable, inclusive and beautiful future.

The initiative brings the Green Deal closer to citizens by promoting innovative and accessible solutions that improve the sustainability and functionality of spaces. To do so, the New European Bauhaus involves citizens to accelerate the green transition, contribute to recovery and ensure better coexistence, using the existing wealth of knowledge, experience and skills to seek new visions, ideas and solutions.

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