



PhD in DESIGN - 39th cycle

PNRR 118 PA Research Field: COMMUNICATION DESIGN FOR PUBLIC ADMINISTRATIONS: INCLUSIVE METHODOLOGIES A MULTICULTURAL SOCIETY

Monthly net income of PhDscholarship (max 36 months)

€ 1195.5

In case of a change of the welfare rates during the three-year period, the amount could be modified.

Context of the research activity

Motivation and objectives of the research in this field

In a national context characterised by increasing multi-ethnicity and multiculturalism, it is desirable to change the methods, tools and language used by PAs (public administrations) towards the community in order to achieve greater inclusivity. To this end, it is necessary for PAs to be assisted and accompanied along the challenge that inclusion poses, by experts in the field of communication in order to be able to better navigate the ever-changing social context. This project targets second-generation citizens or people who for various reasons migrate from one country to another, and all those people who are confronted with multiple cultures and languages. This context, due to both globalisation and migration phenomena, describes a difficulty in dialogue between different parties. Indeed, both immigrant and local citizens experience communication barriers, and PAs often lack the tools to cope with the situation. It is therefore necessary to find in this set of problems also an opportunity for growth. The project aims at developing, reworking and adapting tools and methodologies that can help PAs to communicate with all citizens, making it easier and more inclusive. In this context, it is important to further investigate the notion of alterity, which can give both PAs and research new perspectives. Languages, dialogicality and intersectionality are some of the other important notions to be taken into account during the design. The objective will be to design a communication system between PAs and citizens that includes minorities, making access to information as comprehensible as possible to those who do not know the



	<p>language, customs and symbologies, or know them little, and have to juggle their com-prehension. The good practices will outline a new methodology, which can serve as an enrichment to existing methodologies and create a positive knock-on effect among institutions, accompanying institutional communication towards a progressive inclusive digitisation. The design process will start from a review of the state of the art, leading to the standardisation of practices, taking care that they can be replicated in different socio-cultural contexts. Lastly, the project also aims at the gradual change of infrastructures, systems and communication methods that guide citizens in their daily needs. It is crucial to remember that barriers can be of various kinds, not only linguistic but also cognitive or physical. Therefore, it will be necessary to address different points of intersection between the individuals involved, in order to best implement the needs to be addressed.</p>
<p>Methods and techniques that will be developed and used to carry out the research</p>	<p>The PhD student will carry out a review of the state of the art of the processes currently used by PAs, after which the theoretical basis created will be enriched with relevant information. Fundamental will be the case studies inherent to the topic, which show both virtuous ways and realities and useful tools for planning. Following the systematisation of the collected data and their analysis, they will be interpreted. The aim is to be able to better delineate the needs of public administrations. For this, it will be necessary to create moments of exchange and dialogue, through the expedient of co-design and the development of dialogue practices, between different groups of citizens and public administrations. A reorganisation of the processes studied and hypothesised is envisaged, followed by the consequent tools and methodologies applied. The doctoral student will have to design with the aim of making these methodologies re-applicable in more social and cultural contexts. The placement will be a key moment in the design, as it will allow the doctoral student to experience first-hand what actual needs are visible to him/her, as well as enable him/her to find further methodologies that can be implemented. The experience abroad will allow the</p>



	<p>candidate to be able to deepen the issues through dialogue and exchange with different cultural and social contexts.</p>
Educational objectives	<p>The PhD aims to train experts in the field of Communication Design applied to the field of innovation and inclusion in PA. At the end of the course, the candidate will be able to conduct research in the specific field of the discipline oriented towards collaboration with public institutions in order to improve the welfare of the community by acting through innovative methodologies and proposing innovative solutions at national and international level. The candidate will receive a specific scientific training in the field of Communication Design, with particular focus on the semiotics of communication processes and the anthropological concept of alterity, deepening communication signatures and models, as well as the tools useful for the elaboration of inclusive and innovative projects aimed at building relationships between citizens and institutions. The PhD student will also have the opportunity to attend courses and seminars on design research. He/she will thus be able to develop specialist competences in the design discipline as well as in the research profession. In the course of the three-year period, he/she will thus be able to deal with different research methodologies, having the opportunity to refine the methodology and tools most congenial to him/her and his/her research. Lastly, the doctoral student will have the opportunity to test his/her own project hypotheses, methodologies and the results of his/her work and to build and consolidate a network of relations at national and international level. At the end of the three-year period, the doctoral student will have learned tools and methodologies to pursue his or her career both in academia and in specialised research centres and public institutions.</p>
Job opportunities	<p>In the course of the three-year doctoral programme, the candidate will be able to develop an original research thesis and will have the opportunity to continue his or her academic and professional career in both public and academic institutions. Among other things, he/she will be</p>



	able to continue his/her professional career in the public sector thanks to the methodologies designed. Furthermore, he will be able to actively collaborate with the Design Department of the Politecnico di Milano, continuing his research and design work on complex communication systems for the social and community sectors. Moreover, he will be able to contribute further to the development of the discipline of Communication Design with reference to public administrations, to the dissemination and design of the methodologies, and to training designers who will be responsible for communication for public institutions with reference to the transformation and innovation of public administrations.
Composition of the research group	0 Full Professors 1 Associated Professors 0 Assistant Professors 1 PhD Students
Name of the research directors	Salvatore Zingale

Contacts
email: salvatore.zingale@polimi.it

Additional support - Financial aid per PhD student per year (gross amount)	
Housing - Foreign Students	--
Housing - Out-of-town residents (more than 80Km out of Milano)	--

Scholarship Increase for a period abroad	
Amount monthly	597.75 €
By number of months	6

National Operational Program for Research and Innovation	
Company where the candidate will attend the stage (name and brief description)	Amministrazione comunale Città di Conversano (Città Metropolitana di Bari)
By number of months at the company	6
Institution or company where the candidate will spend the period abroad (name and brief description)	PROJEKT Université de Nîmes, France
By number of months abroad	6

Additional information: educational activity, teaching assistantship, computer availability, desk availability, any other information
Educational activities (purchase of study books and material, funding for participation in courses,



summer schools, workshops and conferences):

financial aid per PhD student per year

max 4.872,90 euros per student (total for 3 years)

Teaching assistanship: availability of funding in recognition of supporting teaching activities by the PhD student there are various forms of financial aid both for research and teaching activities. The PhD student is encouraged to take part in these activities, within the limits allowed by the regulations.

Computer availability: 1st year, 2nd year and 3rd year: Each research group will supply PhD student with a computer, if necessary.

Desk availability: 1st year, 2nd year and 3rd year: Each research group will supply phd student with a desk.