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Part I

Biography of Francesco Fattorello

Abstract: Part I of the book offers an introduction to the theory, with a translation of the foreword of the second Italian edition of the book by Giuseppe Ragnetti; a copy of the letter sent by Fattorello's widow to Ragnetti on the occasion of the publication of the second edition; an overview of Fattorello's life and work; and a postscript on Fattorello and Italian journalism studies in the Fascist era.

Keywords: Fascism; Fattorello; Italian journalism history; Italy; Journalism Studies; Ragnetti

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Beginnings in literary criticism

Fattorello was born in Pordenone in Northeastern Italy on 22 February 1902. In his early years the family moved around the Friuli due to his father's work as an elementary school teacher. Fattorello undertook his Liceo (High School) studies at the Liceo 'G. Berchet' in Milan. He then moved to Florence, and once he had received his degree returned to Udine, where he began to work as a journalist, writing articles on literary criticism in various local newspapers, such as *La Patria del Friuli* (The Motherland of the Friuli) and *Il Giornale di Udine* (The Udine Journal), under the pseudonym Giorgio Werret. He also published some pamphlets and gave lectures, which demonstrated his passion and strong interest in classical culture. In these first experiences in literary criticism he was already beginning to outline some of the characteristic elements of his thought formation, which would be found later and in greater depth in all of his works.

In 1923, he founded the *Rivista Letteraria delle Tre Venezie* (The Tri-Veneto Literary Review), a bimonthly journal of Italian literature, with the intent of realising the mission of the bourgeois intellectuals of the time: that of re-evaluating the classical authors of the Italian literary tradition, not only to constitute a source of civilisation, but also to be 'intellectually, morally and scientifically useful'.¹

In this same period, while giving very successful literary lectures at the Università Popolare di Udine and the Accademia Olimpica at Vicenza, he was also in charge of writing profiles of the poets and writers of the 19th century for the publisher Libreria Carducci. Both in his publications (essays on Tommaso Grossi, Massimo D'Azeglio, Ippolito Nievo, Antonio Fogazzaro) and in the lectures he gave for various institutions and academic organisations in the early 1920s, Fattorello confirmed the fundamental concepts of his vision: seeking ideal content and moral and religious intent in their works; defining art as the means through which to elevate the soul; identifying the patriotic aspects of romanticism, and so on.

His studies of local authors fitted especially well into this thread of patriotism, as he tried to trace amongst them those who showed patriotic ideals, or those who, overcoming the confines of regional production, had also made a significant contribution to national literature.

In his essay 'Uno scrittore dimenticato: Giovanni Ruffini' (A Forgotten Writer: Giovanni Ruffini), which was published in 1925, it is

important to note how, while based on the same topics (national literature, patriotic literature) we can already see a concept that was used as the basis of Fattorello's future studies of journalism: the language of a people is not simply a system by means of which people with the same language communicate, but it is, above all, the verbal expression of the thought, of the mentality, of the way of reasoning, that they have in common.

Notwithstanding his degree in law, completed at the end of 1924, his interests were firmly tied to literature and to related studies of Friulian culture and its relationships with regional and national productions, in regard to which he also wrote for the journal *I Libri del Giorno* (Books of the Day) and collaborated on other publications, such as *Corriere Padano* (The Padano Courier), the *Gazetta di Venezia* (The Venice Gazette) and *Il Popolo Toscano* (The Tuscan People).

The history of journalism

At the beginning of 1929, Fattorello was asked to teach a course on the History of Italian Journalism, which was made up of eight lessons and would be given at the Università degli Studi Economici e Commerciali di Trieste (The University for Economic and Commercial Studies, Trieste) in the academic year 1928–29.² Francesco Fattorello was chosen because he had continued his studies in the history of journalism,³ still a very new discipline that was being offered for the first time in university programmes. As a consequence, Fattorello had to face a whole series of doubts about the compass of the teaching of his lessons, to the systematic and organic path of the course, organising the lessons by time period, starting at the beginning. The point from which Fattorello started this and its principle, in which he firmly believed, was that the history of journalism constituted a discipline of its own, close to the historiographical sciences, and to continue to confuse it with literary subjects was a methodological error.

He continued with his research through the *Rivista Letteraria delle Tre Venezie* – which was published under this title until early 1927, and then became the *Rivista Letteraria* in 1929. Besides editing writers' profiles, reviews and bibliographical contributions, he published historical studies and, above all, had specific space dedicated to journalism. These contributions became a precious font of material for later research on

the history of Italian journalism, and a rich source of useful indications of the trends in Fascist journalism.

In Fattorello's lessons, which were held contemporaneously in Trieste, he continued in his research and outlined the characteristics that are peculiar to the journalistic phenomenon and that increasingly distinguished it from literature. Going back through the centuries to examine the means of information, he concluded that the history of journalism is, above all, the history of public opinion and its different manifestations, rather than the story of the newspaper itself. Because of his ideas, Fattorello was criticised by almost all the other scholars of the time, including Benedetto Croce, who held that the history of Italian political journalism was born only when the freedom of the press was obtained from the Jacobin Republic at the end of the 18th century and thereafter.

Luigi Piccioni followed the same critical line, judging that if one goes too far back in time when searching for the origins of journalism (which for Fattorello coincided with those of ideas and political doctrines), one risks confusing the history of journalism with the history of culture itself.

Rodolfo Mosca, while agreeing that the history of journalism, as Fattorello suggested, did not coincide with the history of the newspaper, did not accept the idea of seeking elements of history in the journals of antiquity. For Mosca, establishing a relationship between the press and public opinion did not define the characteristics of journalism, which are timeliness and topicality.⁴

For Antonio Panella, the term 'newspaper' had to refer exclusively to the modern newspaper, because one cannot go back any further than the last two or three centuries in tracing their origins. In fact, it was only when journalism became literature that it realised its mission through the spreading of ideas. In this, he refers to Orano who, in an article 'Verso una dottrina storica del giornalismo' (Towards a Historical Doctrine of Journalism), starts journalism's story from the end of the 18th century, when the newspaper became an important element in public life,⁵ singling out its principal functions as those of control and criticism.

The same idea was taken up by Fattorello when he insisted on the ties between journalism and public opinion, but these differ in respect to the beginning of the history of journalism, because journalism and the newspaper are considered to be two very different things.⁶

The differences between Orano and Fattorello, who held in common the idea that public opinion is the starting point for the history of journalism, result from the different cultural formations of the two scholars: for the first, an expert in the social psychology of the relationship between the press and public opinion, journalism can become the object of study from the point where it becomes the mirror of the ‘psychological aspects of modern society’, and consequently, since the principles of the French Revolution contrasted the press and political powers, until the Fascist regime brought journalism into the state’s service.

Instead, for Fattorello, the history of journalism is based on the analysis of all of the expressions of public opinion from its first and oldest manifestations.⁷ It is important that we highlight this innovative concept since it already has within it the nucleus of the draft of the theory of information to which Fattorello dedicated himself after the Second World War.

From the history of journalism to the science of journalism

In the early 1930s, while the *Rivista Letteraria* continued to enlarge the space it dedicated to journalism, becoming a periodical that reviewed the history of journalism with attention, Fattorello addressed his studies towards exalting the political functions of journalism in Italian history, choosing to treat with and publish specific moments and topics in journalism.

In fact, from 1931, in his essay on Pacifico Valussi,⁸ the Friulian journalist who participated in the events of the Risorgimento,⁹ who Fattorello painted as a national bard because he had brought Italy’s international role to light, but also, and above all, as a brave journalist, because he had theorised the mission of journalism in society and had underlined the need for a journalism that was free from cliques and that was at the nation’s service.

Fattorello’s other interesting contributions in this regard were born from his studies of the 18th century, important, according to him, for their formation of a national consciousness, and particularly in his essay: ‘Il giornalismo veneziano nel ‘700’ (Venetian Journalism in the 18th Century), in which, starting from the periodical *Minerva* and the *Giornale dei letterati d’Italia* (Journal of the Literati of Italy), Fattorello

exalted the ‘notes of Italian-ness’¹⁰ in Venetian journalism, expanding his research to political journals, foreign papers and the *Gazetta Veneta* (The Venetian Gazette) and *Osservatore* (The Observer).

The importance of his research activity and the success of his publications, above all in the *Rivista Letteraria*, and his acquaintances in the local intelligentsia brought to Fattorello a type of notoriety and the prestigious task of collaborating on the *Enciclopedia italiana*. At the *Giornale* he edited a section called ‘The Origins of Journalism’, which he wrote with Giulio Natali, taking up again his theory, in which the term ‘journalism’ included all of the expressions of public opinion – which went well beyond the actual newspaper – and spoke of the slow and continual development of newspapers, rather than of a pure invention that happened at a given moment and in a certain country. He gave particular attention to the 18th-century press and the Jacobin Republics, the period in which political journalism started, and to the press of the Risorgimento.

Finally, in the academic year 1934–35, Fattorello gave his first course on the history of journalism as a lecturer in the Faculty of Political Science at the Royal University of Rome. In his inaugural lecture – published in the *Rivista Letteraria* and then republished in a book dedicated to a bibliography on journalism – he spoke about the history of journalism, giving special attention to its political function in the press of the Risorgimento, linking it to Mazzini’s educational thought and to the transformations of the previous decade, when the modernisation of the journalism industry and the spread of cinema and radio had given life to a modern system of communication for the greater public, in Italy as elsewhere.

His research on journalism during these years was increasingly directed to singling out and extrapolating the mechanisms of the functioning of information and propaganda and, in the teaching area, starting from the second academic year when the elective course became part of the official teaching, he subdivided the lessons into two parts: one for a particular historic period, the other dedicated to the doctrine and science of journalism.

His teaching method was based on the study of newspapers in the cultural and political context in which they are formed and distributed, with a special focus on their content and changes so that he took into the classrooms Foscolo’s analysis of journalistic activity, Cavour’s journalistic politics and Garibaldi’s organisation of propaganda. The aim of this analytical method is to obtain information on the basis of historical

experience, considering the modality of the spreading of political ideas through the press.

Fundamentally, for Fattorello, the knowledge of the ‘journalistic phenomenon’, the newspaper, that is, had to be studied in all of its aspects with the end of being able to gather the mechanisms of the production of information. So, the history of journalism had to furnish functional historical elements while studying the newspaper as a social and economic fact, as well as studying its cultural and political elements, so he did not limit himself to the reconstruction of political events that were examined by the individual.

The relationship between public opinion and the means of communication was, in this period, considered only as an ‘accessory’ to the publicity operation and the configuration of the regime’s propaganda organisation, a scientific analysis that, developed in the following years, was the basis of the ‘science of journalism’.

The science of journalism

Following the creation of the Rome–Berlin Axis, the new cultural relationships between Italy and Germany affected the information sector, and a variety of cultural initiatives were organised, both in terms of study visits and long-term collaborations. From the initial foundation of the Association of the Italian–German Press, which Goebbels desired in 1937 so that contacts between the two countries could be increased, through permanent delegates, the conferment of study scholarships, bilateral conferences¹¹ and initiatives in many sectors were founded until, on 15 May 1939, the Italian Authority for Technical and Cultural Exchange with Germany was started.

In February 1935, Fattorello was nominated as the Italian representative of the Commission for Journalism Bibliography of the International Committee for Historical Sciences.¹² All the material that had been collected for the international bibliography of journalism was thus published in the *Rivista Letteraria* in a series of fascicles that were issued between 1936 and 1938, and which were entitled *News for a Bibliography of Italian Journalism*. These handouts which for Fattorello made up the general section of a bigger and more accurate production, which he would work on in subsequent years, are subdivided into sections: General Italian Journalism; Journalism for the Cities, Provinces and Regions;

Journalism in Various Historical Periods; Italian Journalism Abroad; Historical Summaries; Legal Publications; Schools of Journalism; The Technical Press and Other Types of Periodical Press; Literary Journalism; Party Journalism; Bibliographical Articles; Collections, Catalogues, Sources. All of Fattorello's work followed current legal, economic and technical threads, which defined other studies of the science of journalism that were then also beginning to be developed in Italy.

In 1938, he published an essay 'Towards a Science of Journalism'. He presented a picture of Italian journalism studies over the previous ten years and invited observation of the results from this sector in other countries.¹³ He further underlined that he had always felt the need to define and discipline these searches that, in Italy, were being developed, above all thanks to his teaching. In this regard, he recalled his first course on the history of journalism, which he gave as a lecturer at the University of Rome in the academic year 1934–35, in which, in addition to its historical content, he had sought to resolve methodological problems relating to the 'doctrine of journalism' and how, from the next year, when he began his official teaching of the history of journalism in the Faculty of Political Science at the University of Rome, his courses were divided into two parts, one of which had a historical character and the other related to the doctrine and science of journalism.

Fattorello recommended that the science of journalism should not be confused with the professional training of journalists, and even less with the history of journalism, attempting to define the limits of the new discipline that, beyond historical analysis, must fix the object of study on the embodiment and manipulation of journalistic practice. For him, the history of journalism is only a speciality of the science, through which journalism can be studied historically but not analysed in its complexity. He believed that journalism was a political instrument, a social phenomenon, and that, as such, it should also be examined from the point of view of the political and social sciences, capturing the legal, industrial, commercial, technical and statistical aspects.

Fattorello considered that the statistician, the sociologist, the jurist, the economist, the trade unionist, the journalist her/himself and the print journalism technician must work in an interdisciplinary way with the historian so as to have a more profound understanding of journalistic science, and that s/he must abandon the impositions of the litterati and of the historians who had pioneered these studies in Italy and had

put the history of journalism to the service of literary and political history.

In the review of A. Gennarini's book *Il giornalismo letterario della nuova Italia* (The Literary Journalism of the New Italy), published in the *Rivista Letteraria* in 1938,¹⁴ one finds the reasons why Fattorello believed that it was useless to study journalism from a literary viewpoint without also analysing other aspects. Journalism is, in fact, a complex social phenomenon about which, he believed, there were still some confused ideas that were, in Italy, full of preconceptions.

In 1939, the *Rivista Letteraria* published an article, 'Verso una scienza del giornalismo' (Towards a Science of Journalism) definitively determining his interests in studying the science of journalism to the point that he took up a new and significant title 'Journalism'.

The fulcrum of his programmes is the analysis of all of the aspects and problems of newspapers, and, under this lens, the historical reconstruction of the 'traditions' of the Italian press was substituted by the examination of the mechanisms underpinning the functioning of information and the study of the ways in which news is constructed and manipulated.

Studies and teaching of the journalistic discipline represent another of the interests in the new periodical, as Fattorello underlined in his introduction to the first issue, and, as we notice, there was an entire list reserved for the schools of journalism at an international level, bringing the journal close to similar French and German journals of the time.¹⁵

The news contained in these articles furnishes a clear picture of the studies of the press in the Nazi period when, in Germany, there were already university courses and specific studies of the science of journalism. In many German cities there were a variety of institutes that were systematically involved in this field, as well as specialised journals like the monthly *Zeitungswissenschaft* (Newspaper Science), founded in 1926 by Walter Heide and Carlo d'Ester, the quarterly *Archivio per il diritto della stampa* (Archive for the Rights of the Press) from 1935 and, in the same year, the Society of German Journalists published a unified plan for teaching journalism in Germany.

On the wave of this laying out of a unified plan by the institutes for the German science of journalism – which aimed to offer information professionals a general preparation that included economic, political, historical, technical and, above all, ideological notions – and of the interests with which these were seen in Italy, Fattorello reiterated the necessity

of overcoming the mainly historical settings of these studies and perhaps of directing readers to the interdisciplinarity of the method, enabling it to reach a 'scientific' analysis of the various aspects and numerous potentialities of modern journalism.¹⁶

Fattorello increasingly moved away from the research conducted at the end of the 1920s, emphasising the reasons why the history of journalism was becoming only one part of the science of journalism, like sociology, economics and law. In 1939, Fattorello was nominated as a member of the Commission for the Habilitation of Lecturers in the History of Political Doctrine, the History and Doctrine of Fascism and the History of Journalism, together with Rodolfo De Mattei, Guido Mancini, Paolo Orano and Arnaldo Volpicelli, and, in August 1940, his Habilitation as a Professor in the History of Journalism was definitively confirmed. On the basis of the example of many of the directors of the big Italian dailies and of the other journalism scholars who gathered in Germany to study the reality of German journalism, at the beginning of 1943, Fattorello also travelled throughout Germany to give lectures and to visit some journalism institutes. A lecture on 'Journalism in the Political History of Italy' that he gave in Vienna on 26 January 1943, drew great interest from scholars in the sector. Fattorello was then invited to visit the Institute for the Science of Journalism at the University of Vienna, directed by Professor Kurt, and Munich's Institute, directed by Prof. D'Ester. In Leipzig he visited the institute directed by Professor Munster, and that directed by Professor Dovifat in Berlin, where interesting exhibitions on Italian journalism were mounted for the occasion. One knows little about Fattorello's studies of journalism in the early 1940s and, in particular, we know only that the periodical *Il Giornalismo* ceased publication in 1942 and Fattorello returned to Udine between 1943 and 1945 to take charge of the Istituto Commerciale di Toppo Wassermann (Toppo Wassermann Commercial Institute).

Fattorello's and Carlo Barbieri's teaching are unique and they continued in the general stasis in the teaching of the history of journalism that was created after the Second World War.

There was a tendency to give importance to studying publicity and market tendencies, influenced by American interests to promote their model of research in Europe and to retain control over Italian information structures.¹⁷ UNESCO, on the contrary, was pressing because the newspaper was being seen through the lens of the publicity instrument,

and because the social sciences, and particularly those with objectives in public opinion, were gaining greater importance.

In 1953, Fattorello founded the journal *Saggi e studi di pubblicistica* (Essays and Studies on Journalism) and, in an article published in the first issue, Carmelo D'Agata¹⁸ affirmed that 'to know exactly what the public thinks and wants must be the major preoccupation of every ruler'.¹⁹ The return to the importance of these studies, carried out by Italian scholars, had surprised even the American sociologists by whom they had been initiated.

After definitively leaving Udine in the year following the war, Fattorello continued his teaching activities at the Faculty of Demographic and Actuarial Sciences of Rome. Thanks to the special interest shown by Corrado Gini, the Faculty's president, he founded the Italian Institute for Journalism there in 1947.

The aim of the foundation of the Italian Institute for Journalism was to create a centre for studies of modern 'journalism', that is, on information, on the propagation of ideologies, on commercial publicity and on the various means that aspire to the control of public opinion.

Through his relationships with a variety of foreign scholars and, in particular, by taking up Jean Stoetzel's opinion theory in the post-war period, Fattorello, beyond furthering studies in journalism being understood as a social phenomenon which contributes to public opinion, extended his analyses to the whole 'journalistic' phenomenon, considering this from a sociological viewpoint. It was precisely on the theory of opinion that he insisted during the first lessons of his ongoing course, its objective being the creation of a scientific discipline that would be able to examine the phenomenon of information and thus also that of journalism, free of any literary or historical schema.

The various arguments raised by his new approach to journalism, for example, those with Giuliano Gaeta after the publication of the essay 'Oggetto e limite della storia giornalistica' (Objectives and Limits of Journalism History)²⁰ reviewed by Gaeta in the journal *Pagine Istriane* (Istrian Pages),²¹ showed nevertheless the need to redefine the objectives of that discipline. This witnesses the position assumed by Fattorello, which seems to have overturned the theory he had developed up to the 1930s. In reality, however, he developed those theories that were the premises of the science of journalism. Above all, this was thanks to what was being done in Germany, which contributed to the enlarging of the research methodology for the history of journalism so that it had

an interdisciplinary dimension that made it possible not only to analyse all of journalism's potentialities as a modern instrument for social communication, but also to improve the objectives of study. In fact, in the post-war period Fattorello introduced the concept of 'pubblicismo' that enabled the possibility of distinguishing the various methods of information within it.

Another important new concept which was introduced by Fattorello in these years was the theory of the 'Social Practice of Information', with which he sought to individuate definitions of the process of information, and which included the fundamental concept of 'public opinion', which was based on an acting entity and a receiving public.

However, it was this last concept in particular, one that was so important and innovative, which generated the greatest number of arguments, especially with Giuliano Gaeta, who had a vision of journalism that he himself defined as 'humanist, antithetical to that based on technical and formal elements'.²² For Gaeta, the journalistic phenomenon is as much an instrument for action on public opinion as it is for its expression.

The gap between the two, which was mainly due to the difficulty in understanding the various definitions, remained intractable. The arguments ended with the decision to abandon attempts at reciprocal conviction as to the correctness of the other's ideas. This was also because Fattorello had, in the 1950s, definitively enlarged the horizons of his enquiries into studies in information, within which journalism is only one of the mass media that characterise the world of communication, which Fattorello sought to analyse and theorise scientifically. This was therefore a radical shift in the development of Fattorello's thought in both the sociological and historiographical areas.

Fattorello had founded a school that was not only able to teach practices, but also, as happened in Ancient Greece, was perhaps a 'Schola', in the fullest sense of the term: that is, an institution that could furnish students with the abilities and competencies for their profession but, at the same time, was able to accompany them in every articulation of their social life. Fattorello stated that, just as there exists an industrial practice for working on materials, there is a technological practice to work on the materials and there is a technique through which to act on the opinions of men. It is therefore possible, once you have found this technique, to engage in any social activity.

In a clear and lucid interview undertaken on the occasion of his 80th birthday,²³ Fattorello declared:

The dynamic of a life conducted in society is concretised in social relationships that make up the warp of the social fabric. These are set in motion by the initiatives of promoters and they are articulated through the means by which these said subjects can benefit: whether this is from what nature has gifted to the man,²⁴ or from what is artificial, invented in the age in which we live. These are the relationships of information.

These relationships develop in regard to determined laws and techniques that man practices, if he is conscious of them, but in terms of which he is constrained by them to operate, even if he perhaps chooses to ignore them.

According to the laws of this practice, man does not communicate, that is, he does not transmit the objectives of the information like a machine, but he transmits them in the form in which he has configured the object which he has perceived, for himself and for others. Man is an intelligent being and is thus gifted with the faculty to perceive, and then to shape what he has perceived, and then to prepare transmission to others of this representation. Transmission doesn't occur without some aim, which is always that of obtaining adhesion to opinion in that form or formula of opinion that the promoter has proposed it to the receiving subject. However, this formula, due to the promoter's intentions, and similarly beyond these intentions, can be more or less representative of the reporting of information, it can also diverge from it in whole or in part: for the receiver there can never be any identification between the object of the information and a representation of the same.

By ever more careful observation of the phenomenon, through scrupulous analysis of what was happening in the contexts of the operation of the world of information, together with a profound theoretical knowledge of the group dynamics and the mechanisms that underlie them, Fattorello was able to systematise his interpretation of the social phenomenon of information. The previous year, at the University of Strasbourg's International Centre for Higher Education in Journalism, he had taught this theory, and in 1959 he finally published the volume: *Introduzione alla Technica Sociale dell'Informazione* (Introduction to the Social Practice of Information). After numerous editions of the *Technica*, it was translated into French and Spanish and in 1969 it was adopted as an official text at Venezuela's University of Caracas' Faculty of Humanities and Education – School of Journalism. The last edition was printed in 1970 and is now difficult to find.

For Fattorello the post-war period and the 1950s were the years of reflection that allowed him to realise his ambitious project: the development, that is, the use of his theory to explain the information phenomenon in all of its complexity and to individuate the laws that underpin

it and all the manifestations related to it. This definition, totally original and innovative, shows someone who was ahead of his time, rich in intuitions that would take another half century to be accepted and shared throughout the world.

The period during which Fattorello's vision was demonstrated was totally taken up with Anglo-Saxon theories on the phenomenon which, through various authors, singled out a process that could condition the choices and actions of a passive and receptive receiving subject. It was not easy for scholars and insiders in this area to accept the idea of a receiving subject who had equal dignity with the promoting subject, because he is given the same faculty for opinion, so the receiver is anything but conditionable and ready to give up his inalienable subjectivity.

The 1960s saw Fattorello in a dynamic of rich cultural exchanges and of scientific affirmation internationally. For this purpose we must remember that by 1947 the Commission of Enquiry that had been begun by UNESCO to study journalism's problems had established that '[t]he order of these studies was to take a notable place in the social sciences and the particular science in the making that related to public opinion'.

Fattorello was called to participate as an expert at several UNESCO General Assemblies, which put ever greater emphasis on important initiatives for research and the co-ordination of information studies in the various member countries.

In Paris in 1957, Fattorello was thus among the founders of AIERI (Association Internationale des Études – International Association for Media and Communication Research – IAMCR), an association created by UNESCO to co-ordinate activities in the study of information that were conducted in various countries. In the same year Fattorello was also part of the commission that gave birth to the Centro Internazionale per l'insegnamento Superiore del Giornalismo (International Centre for Higher Education in Journalism), at the University of Strasbourg: a super-international school for the study of the professional problems of journalists and of all information workers.

Fattorello did not lose sight of his own country's needs in that area and in 1959, in agreement with the National Commission of UNESCO, started the Centro Nazionale per gli Studi sull'Informazione (National Centre for the Study of Information), with the intent of profitably bringing Italian activities into the international arena.²⁵

His relationships with foreign scholars and institutions, whether personal or through the organisations which he had begun, or to

which he belonged, were intensified when, in June 1964, at the General Assembly of AIERI (IAMCR) in Vienna, Fattorello was elected as vice president of the Institution and president of the Commission for the Study of Problems Relating to the Professional Training of Journalists. These tasks were re-confirmed every two years until 1981.

These profitable international exchanges allowed Fattorello to give classes and courses in numerous foreign universities.²⁶ Contemporaneously, eminent foreign scholars wanted to give their own contributions to the courses that Fattorello organised at the Faculty of Statistical Sciences at the Sapienza University of Rome.²⁷

After 1957, Fattorello's activities were specifically documented, not just in Italy but also abroad, by a particular organ of the I.I.P., the monthly *Notizie e Commenti sull'Informazione dell'attualità* (News and Comments on Information in the News), a periodical that he directed and mostly edited until 1969. From 1971 to 1978 this bulletin took on various graphic guises and became quarterly. The bulletin documented not only the steps in the evolution of Fattorello's thought but also all of the activities of the institute and the schools that were related to it, as well as those related to AIERI (IAMCR), together with timely bibliographical news.

From 1953 to 1968, Fattorello edited a rich series of volumes: *Saggi e studi di pubblicistica* (Essays and Studies on Journalism), monographic collections, research and essays on various aspects of the social phenomenon of information, together with precious bibliographical appendices.

In 1981, Fattorello received the ultimate international recognition through his nomination as an Honorary Life Member of AIERI (IAMCR), of which he had been an effective member and vice president for the previous 20 years.²⁸

In the final years of his life he retained the presidency of the Italian Institute for Journalism and was always actively interested in his School for the Social Practice of Information and in the International Centre for Studies in Information.

A few months before his death, in the last of his already very rare appearances in the lecture hall, Fattorello could, with great dignity, affirm:

We are conscious that we have contributed to public instruction in a sector that was almost ignored, or that was very badly understood; of having contributed, firstly in Italy, but then after the Second World War, when still nobody was thinking about it, to the promotion of an order of studies and research that has great importance for public life, and which is fundamental

to democratic life. We are also taken up with representing Italy at the heart of relevant international organisations.

We have promoted professional instruction in a sector where, even today, we are searching for the right path. In the scientific sector, we have indicated a new orientation, which pertains to the sociology of information, where once psychology was spoken of. We have affirmed the great importance of the phenomena of opinion with which we support our experiences and our teaching.

Francesco Fattorello died on 3 October 1985, in Udine. He had returned there in his final months, already knowing that he was approaching the end of his days. He had married Cosima Fischetto, who came from one of the great families of Udine, and who was his faithful companion and trusted colleague for his whole life. They had no children.

Before leaving Rome, Fattorello called one of his pupils to whom he was closest and who had also collaborated closely with him, Giuseppe Ragnetti, a lecturer in the theory of opinion and the co-ordinator of all of the institute's teaching activities. In the presence of the doctor caring for him and of a notary, Fattorello named Ragnetti as the moral heir of his great cultural patrimony, passing on to him the important task of continuing his work. To fulfil this wish, the Fattorello Institute was begun in Rome a year after his death as the Italian way to communication. The honorary presidency was given to Signora Cosima Fattorello Fischetto and effective responsibility was taken on by Prof. Giuseppe Ragnetti.

Notes

- 1 F. Fattorello (1923) in *Rivista Letteraria delle Tre Venezie* (henceforth RLTV), 1, n.1.
- 2 This course was authorised by the Ministry for Public Instruction on 2 February 1929, as the certificate of the Università degli Studi Economici e Commerciali of Trieste (University of Economic and Commercial Studies of Trieste), Prot. 1073, dated 16 May 1929 (Archivio I.I.P.) shows.
- 3 These years were also the first in Fattorello's long career in teaching. In the academic year 1927–28, he taught literary subjects at the Regio Istituto Tecnico inferiore (The Lower Royal Technical Institute); 'A. Zanon' in Udine, and legal and economic subjects in the same institute's Higher Department. In 1928–29, he taught legal and economic subjects at the Istituto Commerciale 'Toppo Wassermann' (The Toppo Wassermann Commercial Institute) in Udine, and he became its director in 1929–30. He taught history

and Italian language and literature in this same institute from 1934 to 1935. See the curriculum he compiled and the certificates issued by the institutions (Archivio I.I.P.)

- 4 See R. Mosca (1930) 'Storia del giornale e del giornalismo' (The History of the Newspaper and of Journalism), in *La Parola e il Libro* (The Word and the Book), 8, n.11, novembre, pp.532–34.
- 5 P. Orano, 'Verso una dottrina storica del giornalismo' (Towards a Historical Doctrine of Journalism), in *L'Eloquenza* (Eloquence), 18, n.5–6, pp.451–74. This article comes from Orano's first lecture on the history of journalism at the University of Perugia.
- 6 F. Fattorello (1935) 'Discussione sul concetto di storia del giornalismo' (Discussion on the Concept of History in Journalism), in *Il Marzocco*, 35, n.22, p.4. (Translators note: *Il Marzocco* is here a journal, but the name is related to the heraldic device that represents the City of Florence)
- 7 Cfr. F. Fattorello (1930) 'Postilla' (Margin Note), in *Il Marzocco*, 35, n.23, 8 giugno, p. 4; also Fattorello (1930) 'A proposito di una nostra polemica sul Marzocco' (In Regard to My Argument), in *Il Marzocco*, in RL, 2, n.2, pp.43–44.
- 8 Cfr. F. Fattorello (1931) *Pacifico Valussi*. Udine: Regia Scuola complementare e secondaria d'avviamento al lavoro.
- 9 Pacifico Valussi was born in Talmasson (Friuli) on 30 November 1813, and died in Udine on 28 October 1893. During the 1848 revolution he went to Venice where he became a confidante of Niccolò Tommaseo, who was a member of the Republican government and director of the *Gazetta ufficiale* (the Official Gazette). He later moved to Udine, where he directed *Il Friuli*, and then to Milan where, in 1859, he was one of the founders of *La Perseveranza*. See V. Castronovo (2004), *Stampa e opinione pubblica* (The Press and Public Opinion). Rome: Reprinted Editori Laterza, p.18.
- 10 As Paolo Orano (1932) observed in his review, entitled 'Storici del giornale' (The Historians of Newspapers), in *Corriere della Sera*, 30 agosto. See also G. Perale (1932) 'Il giornalismo veneziano del Settecento' (Venetian Journalism in the 18th Century), in *Popolo del Friuli* (The Friulian People), 28 maggio.
- 11 Cfr. J. Petersen (1986) 'L'accordo culturale fra l'Italia e la Germania del 23 novembre 1938' (The Cultural Accord between Italy and Germany 23 November 1938) in *Fascismo e nazionalsocialismo* (Fascism and National Socialism), Karl Dietrich Bracher and Leo Valiani (Eds.). Bologna: Il Mulino, p.334.
- 12 The proposal for this nomination came to Fattorello in a letter sent on 23 April 1935. IIP Archive.
- 13 Fattorello, F. (1938) 'Verso una scienza del giornalismo' (Towards a Science of Journalism). Carnia: Tolmezzo Editore, p. 4 (this was also published in (1938) 'Rivista Letteraria' X, 3.
- 14 F. Fattorello (1938) 'Del giornalismo e della sua storia' (On Journalism and Its History), in RL, a. 10, 1938, n.3, pp.26–29. Review by A. Gennarini, *Il*

- giornalismo letterario della nuova Italia* (Literary Journalism in the New Italy). Napoli.
- 15 'Al lettore' (To the Reader), in G, a. 1, 1939, n.1, p. 3.
 - 16 F. Fattorello (1939) 'Le scuole professionali e gl'Istituti Universitari di giornalismo' (The Professional Schools and University Institutes of Journalism), in G, 1, n.1, p.73.
 - 17 On the role of the United States and their influence in forming the Italian Republic, see F. Romero (1994) 'Gli Stati Uniti in Italia: il Piano Marshall e il Patto atlantico' (The United States and Italy: The Marshall Plan and the Atlantic Pact), in *Storia dell'Italia repubblicana*, vol. 1: *La costruzione della democrazia. Dalla caduta del fascismo agli anni Cinquanta* (The Construction of Democracy: From the Fall of Fascism to the 1950s). Torino: Einaudi, pp.231–89; J. L. Harper (1987) *L'America e la ricostruzione dell'Italia, 1945–48* (America and the Reconstruction of Italy, 1945–48). Bologna: Il Mulino; R. Quartararo (1986) *Italia e Stati Uniti: gli anni difficili, 1945–1952* (Italy and the United States: The Difficult Years, 1945–1952). Napoli: Edizioni scientifiche italiane.
 - 18 See Carmelo D'Agata (1961) *Chi è? Dizionario biografico degli italiani d'oggi* (Who Is It? Biographical Dictionary of Today's Italians), 7th ed. Roma: Scarano, p.204.
 - 19 Ibid.
 - 20 F. Fattorello (1952) *Oggetto e limite della storia giornalistica* (The Objectives and Limits of Journalistic History) in *Miscellanea di scritti di bibliografia ed erudizione in memoria* (Miscellaneous Bibliography of Writings by and Eruditions in Memory of Luigi Ferrari). Firenze: Leo Olschki.
 - 21 G. Gaeta (1953) *Giornalismo, Propaganda e pubblicità* (Journalism: Propaganda and Publicity), in *Pagine Istriane* (Istrian Pages), a. 4, n.14–15, luglio-ottobre, pp.29–33.
 - 22 G. Gaeta (1966) 'Premessa' (Premiss), in *Storia del giornalismo* (The History of Journalism), Milano: Vallardi, vol. 1, p.7. See also 'Fenemeno giornalistico' (The Journalistic Phenomenon) and 'Storia del giornalismo' (The History of Journalism), in *Annali Triestini* (Triestian Annals). Università di Trieste, vol. 16, fasc. 1–2.
 - 23 Interview with Fattorello in *Antologia di cultura, arte e scienza* (Anthology of Culture, the Arts and Science) (AA.V. [various authors]), no.14, 1982, Roma.
 - 24 Translator's note: he said this before non-gender specific language became the norm.
 - 25 The definitive constitution of the National Centre and the approval of its statutes was first achieved with the approval of the Specific Italian National Committee for UNESCO, then with the first annual assembly, in July 1959, at which Fattorello was elected president (a task he retained throughout his life), and Prof. Lefebvre, vice president, Sampauli Pignocchi, secretary

- general (from a lecture on the I.I.P. and its activities in the first 24 years of teaching and research work [I.I.P. Roma, 1970, p.7]).
- 26 Fattorello was asked to elucidate his theory in France at Strasbourg University; in Spain at the Universities of Madrid, Barcelona and Pamplona; in Czechoslovakia at the University of Prague; in East Germany at Leipzig University; at Warsaw University in Poland; at the University of Leicester, United Kingdom; at Nijmegen University, Holland; and at the University of Caracas, Venezuela.
 - 27 Courses held by lecturers at foreign universities began in 1952 with those of William E. Porter, director of the School of Journalism at the University of Michigan and continued without a break until 1966 with other eminent scholars: John Foster, Jr., Columbia University, New York (1954–55), J. A. Scali of Associated Press (1955–56), Malcom S. MacLean, Jr., director of the School of Journalism, University of Iowa (1956–57), T. E. Kruglak, University of Southern California, Los Angeles (1957–58), Murray Kempton of the *Evening Post* (New York) (1958–59), Otto N. Larsen, Washington State University (1959–60), Jacques Kayser of the Institut Française de Presse (French Institute for the Press) (1959–60), Leo G. A. Schlichting, rector of the University of Nijmegen (1960–61), John Foster, Jr., Columbia University, New York (1961–62), Roland Receveur, of the Centro Internazionale per l'Insegnamento Superiore di Giornalismo (International Centre for Higher Education in Journalism), University of Strasbourg (1964–65), J. L. Hébarre, of the Juridical Service of the French Ministry of Information (1964–65), Hector Muijca, director of the School of Journalism, Central University of Venezuela (1965–66) (Information from annual publications of I.I.P.).
 - 28 From the 1940s, Fattorello had drawn significant recognition internationally, for example, he was made vice president of the Union of the National Associations of Journalists.

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