UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Umanistiche
ACADEMIC YEAR	2016/2017
BACHELOR'S DEGREE (BSC)	ARTS, MUSIC AND PERFORMING ARTS
SUBJECT	SEMIOTICS OF ARTS
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50155-Discipline critiche, semiologiche e socio-antropologoche
CODE	06415
SCIENTIFIC SECTOR(S)	M-FIL/05
HEAD PROFESSOR(S)	MARRONE GIOVANNI Professore Ordinario Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	6
INDIVIDUAL STUDY (Hrs)	120
COURSE ACTIVITY (Hrs)	30
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	3
TERM (SEMESTER)	2° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	**MARRONE GIOVANNI** Thursday 11:00 13:00 edificio 15, stanza 307 Friday 11:00 13:00 edificio 15, stanza 307

DOCENTE: Prof. GIOVANNI MARRONE

PREREQUISITES	Prerequisites correspond with those required to access to the Corso di Laurea, a good competence in spoken and written Italian and in general culture.
LEARNING OUTCOMES	Knowledge and understanding abilities Knowing and being able to expose the fundamental theories and models concerning the functioning of meaning production processes in the human sciences. The following topics will be addressed: the fundamentals of structural semiotics (from sign to languages, from code to text) and of sociosemiotics (discourse, translation between languages and media). Special attention will be paid to artistic and aesthetical processes of communications, also related to branding. Abilities to apply knowledge and understanding Students will have the chance to develop structured reasoning on the semiotic processes involved in several strategic communication artifacts (from advertising to journalism, from space to visuality) Judgment autonomy The main goal of the course is to develop students' ability to recognize, comprehend, and control the meaning production processes involved in several cultural products in order to analyse or design them. Communication Students will learn how to develop the ability to present with a good command of language and scientific precision, pointing out the semiotical aspects of communication, both to a professional and non-professional public Learning skills The students will learn how to keep themselves up-to-date within the scientific sector. With the skills acquired in the class they will also be able to attend masters and specialized seminars in the field of communication.
ASSESSMENT METHODS	Oral exam. The main purpose of the oral exam is to verify the notions and skills acquired during the lessons. The exam will be based on three questions at least. Such questions are thought to test the learning objectives and will concern: a) the notions presented during the course, b) the ability to elaborate such notions and apply them to specific examples, c) the expressive ability of the student. The highest vote is obtained if in all these three aspects the student shows excellent abilities. It is important to underline the importance of mastering the language of the discipline, that consists in using a correct terminology but also in the ability to articulate lines of reasoning in a clear and complete way.
EDUCATIONAL OBJECTIVES	The course will provide a wide and complete overview of all the theories, models and instruments useful to analyse contemporary society communication processes, with particular regards to the relation between communication and internationalization and to written texts and other media. An overview of the main semiotic models and categories useful for understanding and explaining several communication phenomena will be provided. The course will focus on the textual approach to artistic and aesthetical communication that characterizes semiotics. Afterwards the course will be focused on some specific arts and their relations with media.
TEACHING METHODS	Frontal lessons
SUGGESTED BIBLIOGRAPHY	G. Marrone, Introduzione alla semiotoica dle testo, Laterza G. Marrone, La Cura LUdovico, Einaudi

SYLLABUS

Hrs	Frontal teaching
10	semiotics of arts
10	the ludovico cure
10	textuality