



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2016/2017
BACHELOR'S DEGREE (BSC)	COMMUNICATION FOR CULTURE AND ARTS
SUBJECT	SEMIOTICS OF COMMUNICATION
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50087-Metodologie, analisi e tecniche della comunicazione
CODE	15051
SCIENTIFIC SECTOR(S)	M-FIL/05
HEAD PROFESSOR(S)	MARRONE GIOVANNI Professore Ordinario Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	6
INDIVIDUAL STUDY (Hrs)	110
COURSE ACTIVITY (Hrs)	40
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	Notions of "Semiotics of media"
LEARNING OUTCOMES	<p>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 contemporary processes of communications and media (interactivity, web 2.0, new media etc.)</p> <p>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)</p> <p>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.</p> <p>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</p> <p>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.</p>
ASSESSMENT METHODS	<p>Oral exams - The oral exam consists of five or six questions concerning the course subjects; it aims to ascertain the student's knowledge of the course subjects, how appropriately s/he expresses her/himself, and her/his problem solving abilities. Marks:</p> <p>30/30 e lode s/he expresses herself/himself with extremely clear and effective language, excellent knowledge of the course subjects, good analytical and problem solving skills;</p> <p>26-29 s/he expresses herself/himself with clear and effective language, good knowledge of the course subjects, fine analytical and problem solving skills;</p> <p>24-25 s/he expresses herself/himself properly, has basic knowledge of the course subjects and acceptable problem solving skills;</p> <p>21-23 imperfect knowledge of the course subjects, low analytical and problem solving skills;</p> <p>18-20 minimal knowledge of the course subjects;</p>
EDUCATIONAL OBJECTIVES	<p>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 text and other media.</p> <p>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 communication that characterizes semiotics.</p>
TEACHING METHODS	Lectures
SUGGESTED BIBLIOGRAPHY	G. Marrone, Storia di Montalbano, Edizioni Museo Pasqualino U. Eco, Sulla televisione, La Nave di teseo, P. Fabbri, Lo sguardo semotico e il malocchio della sociologia, Sossella, F. Mangiapane, Retoriche social, Edizioni Museo Pasqualino

SYLLABUS

Hrs	Frontal teaching
5	Basic topics of the semiotics of communication
15	Media, Culture, Food and Communication
10	Cuisine and communication