# UNIVERSITÀ DEGLI STUDI DI PALERMO

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| **DEPARTMENT** | Scienze Agrarie, Alimentari e Forestali |
| **ACADEMIC YEAR** | 2016/2017 |
| **BACHELOR'S DEGREE (BSC)** | AGRIFOOD SCIENCES AND TECHNOLOGIES |
| **SUBJECT** | SEMIOTICS OF GASTRONOMY |
| **TYPE OF EDUCATIONAL ACTIVITY** | C |
| **AMBIT** | 10691-Attività formative affini o integrative |
| **CODE** | 18497 |
| **SCIENTIFIC SECTOR(S)** | M-FIL/05 |
| **HEAD PROFESSOR(S)** | MARRONE GIOVANNI Professore Ordinario Univ. di PALERMO |
| **OTHER PROFESSOR(S)** | |
| **CREDITS** | 6 |
| **INDIVIDUAL STUDY (Hrs)** | 90 |
| **COURSE ACTIVITY (Hrs)** | 60 |
| **PROPAEDEUTICAL SUBJECTS** | |
| **MUTUALIZATION** | |
| **YEAR** | 3 |
| **TERM (SEMESTER)** | 2° semester |
| **ATTENDANCE** | Not mandatory |
| **EVALUATION** | Out of 30 |
| **TEACHER OFFICE HOURS** | **MARRONE GIOVANNI**<br>Thursday 11:00 13:00 edificio 15, stanza 307<br>Friday 11:00 13:00 edificio 15, stanza 307 |

**DOCENTE:** Prof. GIOVANNI MARRONE

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| **PREREQUISITES** | None |
| **LEARNING OUTCOMES** | Knowledge and understanding abilities<br>Knowing and being able to expose the fundamental theories and models concerning the functioning of meaning production processes related to food, with particular regards to the Semiotics of food cultures and of alimentary practices.<br><br>Abilities to apply knowledge and understanding<br>Students will have the chance to develop structured reasoning on the semiotic processes involved in the constitution of cultures and in particular to nutrition and cuisine. They will also learn how to formulate analyses and create strategic plans to reorient the social processes concerning the world of gastronomy<br><br>Judgment autonomy<br>The main goal of the course is to develop students' ability to recognize, comprehend, and control the cultural change processes related to gastronomy using Semiotics.<br><br>Communication<br>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 cultural production and reproduction of food and cuisine.<br><br>Learning skills<br>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 food communication. |
| **ASSESSMENT METHODS** | 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:<br>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;<br>26-29 s/he expresses herself/himself with clear and effective language, good knowledge of the course subjects, fine analytical and problem solving skills;<br>24-25 s/he expresses herself/himself properly, has basic knowledge of the course subjects and acceptable problem solving skills;<br>21-23 imperfect knowledge of the course subjects, low analytical and problem solving skills;<br>18-20 minimal knowledge of the course subjects; |
| **EDUCATIONAL OBJECTIVES** | After an exploration of the fundamental topics of the semiotics of culture, the course will show their efficacy in the field of gastronomy by analyzing artifacts inherent various forms of cooking and food. In particular it will be demonstrated that semiotic methods are very useful to analyze the cultural meaning of food but also to manage projects and communication strategies in such a field, ensuring their effective implementation, especially in the field of languages of taste, kitchen, table. |
| **TEACHING METHODS** | lectures |
| **SUGGESTED BIBLIOGRAPHY** | G. Marrone, Semiotica del gusto, Mimesis<br>G. Marrone, Gastromania, Bompiani<br>G. Marrone (a cura di), Buono da pensare, Carocci<br>D. Mangano, Che cos'e' il food design, Carocci |

## SYLLABUS

| Hrs | Frontal teaching |
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| 4 | food, culture, communication |
| 4 | cuisine and culture |
| 4 | food languages |
| 4 | food design |
| 4 | media and gastromany |
| 4 | communicative structure of recipes |
| 4 | cuisine and new media |
| 4 | food advertising |
| 4 | cooking in tv |
| 4 | cuisinem, food and cinema |
| 4 | Gastronomical values and kitchenware |
| 4 | Food and identity (enunciation) |

# SYLLABUS

| Hrs | Frontal teaching |
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| 4 | Models for semiotically analising food |
| 4 | Food aesthetics |
| 4 | Spaces of consumption: from restaurants to street food |