



# UNIVERSITÀ DEGLI STUDI DI PALERMO

Department: null

A.Y. 2010/2011

## DEGREE COURSE IN COMMUNICATION FOR MEDIA AND INSTITUTIONS - MASS MEDIA AND INSTITUTIONAL COMMUNICATION SCIENCES -

### Characteristics



Class of Bachelor's Degree  
(BSc) on Communication  
(L-20)



3 YEARS



PLANNED ACCESS



2113

### Educational objectives

The communication with different audiences and recipients, the new technologies of communication and information, the ability to effectively express themselves in Italian and in two foreign languages (one of which must be English) are the focus of the degree in "Communication Sciences for Media and Institutions. "

From an adequate knowledge base of the Disciplines semiotics, language and computer skills and social and disciplines, the curriculum assumes, through mandatory core course concerning methods, analysis and techniques of communication, human sciences and economic-social and legal, historical, political and philosophical disciplines, takes a more methodological and operational direction.

Together with these subjects, the course provides other educational activities with different thematic and disciplinary orientation, aiming at integrating the knowledge of social and methodological subjects with the study of neighboring disciplinary fields, in which communication is applied (art, Cinema, photography and television, musicology, Italian linguistics, Literary Criticism and Comparative Literature, Languages and Literatures, History, Business Organisation), consistently with the needs of the labour market.

During the course of their studies, students will experience firsthand, through job training and internships, the close observation of the crucial aspects of their future professional role following, in a logic of empowerment and according to the guidelines to be proposed in the educational programming or to their interests and personal skills, an educational path aiming at their future professional activity or at continuing their studies through the 2nd cycle Degree Courses. Elective activities are awarded with 12 credits

The most coherent continuation of the degree course in " Communication Sciences for Media and Institutions ", in the Educational Offer of the Faculty of Educational Science of the University of Palermo, is the 2nd cycle Degree Course "Public, Business and Advertising Communication Studies " (Class LM59 ) in accordance with the procedures and criteria normed by the academic regulations of the Course.

The degree in "Communication Sciences for Media and Institutions" prepares students to deal with and manage the specific issues relating to the operation of information processes within public and private companies and public administration facilities. The course aims at preparing students to organize and manage the activities of information and communication with different audiences and different targets. In particular, the course provides skills related to the new communication and information technologies, the ability to express themselves effectively in Italian and in two foreign languages, one of which must be English. The Course has the following educational objectives:

For the "Information and media" curriculum:

- the acquisition of skills related to communication and information (traditional or using ITC) in newspapers or press offices;

For the " Advertising technique" curriculum:

- the acquisition of basic and specific skills related to the techniques and tools of advertising, social research and marketing and to the use of new technologies for the production of advertising materials;

For the "Public communication" curriculum:

- the acquisition of basic and specific skills related to communication in the public interest, of knowledge regarding the ongoing reforms in the public administration in the field of public communication and of skills related to information technology and communication

### Professional opportunities

Legenda: Per. = periodo o semestre, Val. = Valutazione (V=voto, G=giudizio), TAF= Tipologia Attività Formativa (A=base, B=caratterizzante, C=Affine, S=stages, D=a scelta, F=altre)

Graduates in "Communication Sciences Media and institutions" will operate in the press offices as press officers if publicists (Article 7 of Law 150/2000), in the public relation offices for relations and in the public sector as experts of public communication, as well as in companies in the communications market (advertising companies, television networks, and so on) and in publishing companies.

### Final examination features

Consistently with the Course educational objectives and with the expected learning outcomes, the final examination (awarded with 3 credits), consists of the preparation of a scientific paper of about 50 pages, or in a multimedia product, or in a social care project accompanied by a specific report, or in a field research about issues related to social distress, marginality, deviance.

Subjects 1 ° year	CFU	Sem.	Val.	SSD	TAF
06578 - GENERAL SOCIOLOGY <i>Fici(PA)</i>	9	Ann.	V	SPS/07	A
03475 - PRINCIPLES OF COMPUTER SCIENCE <i>Pirrone(PO)</i>	9	Ann.	V	ING-INF/05	A
13177 - PUBLIC AND EUROPEAN UNION LAW <i>Lauricella(PA)</i>	9	Ann.	V	IUS/09	B
06412 - SEMIOTICS <i>Marrone(PO)</i>	9	Ann.	V	M-FIL/05	A
04677 - ENGLISH LANGUAGE <i>Anzalone(PC)</i>	9	Ann.	V	L-LIN/12	A
15179 - SOCIOLOGY OF NEW MEDIA AND SOCIOLOGY OF COMMUNICATION - INTEGRATED COURSE	12	Ann.	V		
- SOCIOLOGY OF COMMUNICATION <i>Cappello(PA)</i>	6	Ann.		SPS/08	A
- SOCIOLOGY OF NEW MEDIA <i>Polizzi(PC)</i>	6	Ann.		SPS/08	A

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Subjects 2 ° year	CFU	Sem.	Val.	SSD	TAF
02701 - APPLIED ECONOMICS <i>Fazio(PA)</i>	9	Ann.	V	SECS-P/06	B
04864 - MARKETING <i>Di Betta(PA)</i>	9	Ann.	V	SECS-P/08	B
07520 - THEORY AND TECHNIQUES OF PUBLIC COMMUNICATION <i>Lo Verde(PO)</i>	9	Ann.	V	SPS/08	B
14969 - ITALIAN LINGUISTICS <i>D'Agostino(PO)</i>	9	Ann.	V	L-FIL-LET/ 12	C
05120 - SOCIAL RESEARCH METHODOLOGY <i>Trobia(PA)</i>	9	Ann.	V	SPS/07	B
14400 - SOCIAL STATISTICS <i>Milito(PQ)</i>	6	Ann.	V	SECS-S/05	B
Optional subjects	6				B
Free subjects	6				D

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Subjects 3 ° year	CFU	Sem.	Val.	SSD	TAF
15206 - ADMINISTRATIVE AND REGIONAL LAW <i>Guadalupi(PC)</i>	6	Ann.	V	IUS/10	B
14184 - INTERNSHIP	3	Ann.	G		F
89616 - BUSINESS ORGANISATION <i>Ingrassia(PO)</i>	6	Ann.	V	SECS-P/10	B
12461 - ITALIAN LITERATURE <i>Iurilli(PO)</i>	9	Ann.	V	L-FIL-LET/ 11	A
05917 - FINAL EXAMINATION	6	Ann.	G		E

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Subjects 3 <sup>o</sup> year	CFU	Sem.	Val.	SSD	TAF
Optional subjects II	9				C
Optional subjects III	6				B
Optional subjects IV	6				C
Optional subjects V	3				F
Free subjects II	6				D
	<b>60</b>				

## OPTIONAL SUBJECTS

Optional subjects	CFU	Sem.	Val.	SSD	TAF
15180 - BUSINESS MARKETING IN THE COMMUNICATION INDUSTRY <i>Di Betta(PA)</i>	6	Ann.	V	SECS-P/08	B
13463 - SOCIOLOGY OF ENVIRONMENTAL COMMUNICATION <i>Angelini(PA)</i>	6	Ann.	V	SPS/10	B
07482 - THEORY AND TECHNIQUES OF IMAGE PROMOTION <i>Mangiapane(RD)</i>	6	Ann.	V	SPS/08	B
Optional subjects II	CFU	Sem.	Val.	SSD	TAF
15050 - CINEMA AND MEDIA <i>Arcagni(PA)</i>	9	Ann.	V	L-ART/06	C
13816 - HISTORY OF CONTEMPORARY ART <i>De Marco(PO)</i>	9	Ann.	V	L-ART/03	C
06932 - HISTORY OF MUSIC <i>Oliveri(PA)</i>	9	Ann.	V	L-ART/07	C
07407 - THEORY OF LITERATURE <i>Bertoni(PO)</i>	9	Ann.	V	L-FIL-LET/14	C
Optional subjects III	CFU	Sem.	Val.	SSD	TAF
13426 - ADMINISTRATION SOCIOLOGY <i>Badami(PC)</i>	6	Ann.	V	SPS/11	B
06592 - LEGAL SOCIOLOGY <i>Dino(PO)</i>	6	Ann.	V	SPS/12	B
07807 - POLITICAL PHILOSOPHY <i>Marceno'(PO)</i>	6	Ann.	V	SPS/01	B
06334 - POLITICAL SCIENCE <i>Vaccaro(PO)</i>	6	Ann.	V	SPS/04	B
Optional subjects IV	CFU	Sem.	Val.	SSD	TAF
04524 - ALBANIAN LANGUAGE <i>Gurga(PA)</i>	6	Ann.	V	L-LIN/18	C
04532 - ARAB LANGUAGE <i>Spallino(PA)</i>	6	Ann.	V	L-OR/12	C
04664 - FRENCH LANGUAGE <i>Arlotta(PC)</i>	6	Ann.	V	L-LIN/04	C
04770 - GENERAL LINGUISTICS <i>Mirto(PA)</i>	6	Ann.	V	L-LIN/01	C
04736 - GERMAN LANGUAGE <i>Tucci(PA)</i>	6	Ann.	V	L-LIN/14	C
04718 - SPANISH LANGUAGE	6	Ann.	V	L-LIN/07	C
Optional subjects V	CFU	Sem.	Val.	SSD	TAF
11231 - DESIGN WORKSHOP <i>Pantina(RU)</i>	3	Ann.	G		F

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## OPTIONAL SUBJECTS

Optional subjects V	CFU	Sem.	Val.	SSD	TAF
13496 - JOURNALISTIC WRITING WORKSHOP <i>Bertoni(PO)</i>	3	Ann.	G		F
15181 - MARKETING WORKSHOP: BUYER BEHAVIOUR ANALYSIS <i>Caracci(PC)</i>	3	Ann.	G		F

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