



# UNIVERSITÀ DEGLI STUDI DI PALERMO

**Department: null**

**A.Y. 2012/2013**

## **DEGREE COURSE IN COMMUNICATION FOR CULTURE AND ARTS - COMMUNICATION SCIENCES FOR CULTURES AND ARTS -**

### **Characteristics**



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



3 YEARS



PALERMO



PLANNED ACCESS



2114

### **Educational objectives**

The verbal and visual communication, the communication processes internal and external to cultural institutions and to the cultural industry at large, new technologies of communication and information, the relationship between communication and internationalization, the ability to express themselves effectively in Italian and in two languages foreign (one of which must be English) are the focus of the degree in "Communication Sciences for Culture and the Arts."

The course takes its methodological and operational approach from adequate basic knowledge base of subjects related to semiotics, language and computer science, from mandatory core course concerning the methods, analysis and techniques of communication, human sciences and economic-social legal, historical, political and philosophical disciplines.

Other related and integrative educational activities in the fields of foreign languages and literatures, the arts and literary criticism and philology are also provided, aiming to compare the social and media-related disciplines with neighboring ones in which the communication is applied, consistent with the demands of the labor market.

During the course of their studies, students will experience firsthand the close observation of the crucial aspects and issues of their future professional role, in a logic of empowerment and according to the guidelines proposed in the educational planning, or based on their personal interests and skills, through an educational path which might be, alternatively, oriented towards the profession or to further studies.

Elective activities will be awarded 12 credits.

The most coherent continuation of the degree course in "Communication Sciences for Culture and the Arts", as part of the educational offer of the Faculty of Educational Sciences of the University of Palermo, is the 2nd cycle degree course in "Theories of communication" (Class LM92)

The degree in "Communication Sciences for Culture and the Arts" aims at preparing students to act professionally in the fields of visual and verbal communication, providing skills in the field of international communication, of the communication processes internal and external to cultural institutions and of the cultural industry at large.

For this purpose the course provides students with:

- The main tools for the comprehension of communication processes;
- Basic knowledge for the study of cultures;
- Basic knowledge for the study of the arts and media;
- Basic knowledge of the relationship between the market and cultural enterprises;
- Ability to communicate effectively in Italian;
- Written and oral knowledge of English and at least another foreign language;
- The traditional and multimedia techniques of information transmission.

The course aims to provide adequate tools for the critical analysis of communication processes and independent judgment on the role of communication in contemporary society, with particular reference to the relationship between communication and internationalization, between the written text and other media.

Graduates of this course also possess enough knowledge to operate in various cultural and multicultural contexts.

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)

## Professional opportunities

Graduates of this course may find professional opportunities as communication managers, cool hunters, experts/managers/artistic directors of performing arts and of cultural events/manifestations (conferences, exhibitions, publishing, editing and advertising), editors, managers and marketing experts in the tourism and museum sectors.

## Final examination features

In accordance with the educational objectives of the course and with the expected learning outcomes, the final examination, (awarded with 6 credits) consists of the preparation of a short, synthetic paper or a multimedia project in Italian and/or foreign language, related to a teaching topic agreed with a professor, with respect, in particular to culture and arts. The final paper should be presented to a board proposed by the Board of the Degree Course and approved by the Dean of the Faculty.

Subjects 1 ° year	CFU	Sem.	Val.	SSD	TAF
04770 - GENERAL LINGUISTICS <i>Mirto(PA)</i>	9	1	V	L-LIN/01	A
13179 - GENERAL SOCIOLOGY AND SOCIAL RESEARCH METHODOLOGY - INTEGRATED COURSE	12	1	V		
- GENERAL SOCIOLOGY <i>Trobia(PA)</i>	6	1		SPS/07	B
- SOCIAL RESEARCH METHODOLOGY <i>Trobia(PA)</i>	6	1		SPS/07	A
03475 - PRINCIPLES OF COMPUTER SCIENCE <i>Gambino(RU)</i>	9	1	V	ING-INF/05	A
13348 - COMPARATIVE HISTORY OF CIVILISATIONS <i>Cometa(PO)</i>	9	2	V	L-FIL-LET/ 14	C
04438 - ITALIAN LITERATURE <i>Di Venuta(PA)</i>	9	2	V	L-FIL-LET/ 11	A
13155 - THEORY OF LANGUAGES <i>Piazza(PO)</i>	9	2	V	M-FIL/05	B

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Subjects 2 ° year	CFU	Sem.	Val.	SSD	TAF
04354 - CULTURAL HERITAGE REGULATIONS <i>Lombardo(PC)</i>	6	1	V	IUS/10	B
15050 - CINEMA AND MEDIA <i>Arcagni(PA)</i>	9	2	V	L-ART/06	B
04677 - ENGLISH LANGUAGE <i>Rizzo(PA)</i>	9	2	V	L-LIN/12	A
06415 - SEMIOTICS OF ARTS <i>Giannitrapani(RD)</i>	9	2	V	L-ART/04	B
06538 - SOCIOLOGY OF CULTURAL AND COMMUNICATION PROCESSES <i>Frazzica(PA)</i>	9	2	V	SPS/08	A, B
Optional subjects	6				C
Optional subjects II	9				C
Free subjects	6				D

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Subjects 3 ° year	CFU	Sem.	Val.	SSD	TAF
13349 - MUSICAL COMMUNICATION <i>Cavallini(CU)</i>	9	1	V	L-ART/07	B
06634 - INTERNSHIP	3	1	G		F
05917 - FINAL EXAMINATION	6	1	G		E
07407 - THEORY OF LITERATURE <i>Volpe(PA)</i>	9	2	V	L-FIL-LET/ 14	C
Optional subjects III	6				B
Optional subjects IV	6				A
Optional subjects V	9				C

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Subjects 3 <sup>o</sup> year	CFU	Sem.	Val.	SSD	TAF
Optional subjects VI	6				C
Free subjects II	6				D
	<b>60</b>				

## OPTIONAL SUBJECTS

Optional subjects	CFU	Sem.	Val.	SSD	TAF
04525 - ALBANIAN LANGUAGE 1 <i>Gurga(PA)</i>	6	1	V	L-LIN/18	C
04534 - ARAB LANGUAGE 1 <i>Spallino(PA)</i>	6	2	V	L-OR/12	C
04669 - FRENCH LANGUAGE 1 <i>Arlotta(PC)</i>	6	1	V	L-LIN/04	C
04740 - GERMAN LANGUAGE 1 <i>Tucci(PA)</i>	6	2	V	L-LIN/14	C
Optional subjects II	CFU	Sem.	Val.	SSD	TAF
04384 - ALBANIAN LITERATURE <i>Mandala'(PO)</i>	9	1	V	L-LIN/18	C
04416 - ENGLISH LITERATURE <i>Di Piazza(PO)</i>	9	2	V	L-LIN/10	C
04406 - FRENCH LITERATURE	9	1	V	L-LIN/03	C
04488 - GERMAN LITERATURE <i>Tucci(PA)</i>	9	1	V	L-LIN/13	C
04478 - RUSSIAN LITERATURE	9	1	V	L-LIN/21	C
13389 - THEATRE AND DRAMA <i>Callari(PQ)</i>	9	1	V	L-FIL-LET/05	C
Optional subjects III	CFU	Sem.	Val.	SSD	TAF
03089 - AESTHETICS <i>Crescimanno(PA)</i>	6	1	V	M-FIL/04	B
10354 - DESIGN	6	1	V	ICAR/17	B
15051 - SEMIOTICS OF COMMUNICATION <i>Marrone(PO)</i>	6	2	V	M-FIL/05	B
Optional subjects IV	CFU	Sem.	Val.	SSD	TAF
06715 - CONTEMPORARY HISTORY <i>Ingrassia(PC)</i>	6	2	V	M-STO/04	A
06334 - POLITICAL SCIENCE <i>Vaccaro(PO)</i>	6	1	V	SPS/04	A
Optional subjects V	CFU	Sem.	Val.	SSD	TAF
13393 - CULTURAL ORIGINS OF GERMANIC LANGUAGE SPEAKING COUNTRIES <i>Teresi(PA)</i>	9	1	V	L-FIL-LET/15	C
13380 - CULTURAL ORIGINS OF ROMANCE SPEAKING COUNTRIES <i>Dejure(PC)</i>	9	1	V	L-FIL-LET/09	C
16550 - MATERIAL CULTURE OF GERMANIC POPULATIONS <i>Teresi(PA)</i>	9	1	V	L-FIL-LET/15	C
Optional subjects VI	CFU	Sem.	Val.	SSD	TAF
04527 - ALBANIAN LANGUAGE 2 <i>Gurga(PA)</i>	6	2	V	L-LIN/18	C
04536 - ARAB LANGUAGE 2 <i>Giordano(PC)</i>	6	2	V	L-OR/12	C

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## OPTIONAL SUBJECTS

Optional subjects VI	CFU	Sem.	Val.	SSD	TAF
04671 - FRENCH LANGUAGE 2 <i>Gugliotta(PC)</i>	6	2	V	L-LIN/04	C
04742 - GERMAN LANGUAGE 2 <i>Tucci(PA)</i>	6	1	V	L-LIN/14	C

## PROPAEDEUTICAL TEACHINGS

04527 - ALBANIAN LANGUAGE 2  
04525 - ALBANIAN LANGUAGE 1

04536 - ARAB LANGUAGE 2  
04534 - ARAB LANGUAGE 1

04671 - FRENCH LANGUAGE 2  
04669 - FRENCH LANGUAGE 1

04742 - GERMAN LANGUAGE 2  
04740 - GERMAN LANGUAGE 1