



UNIVERSITÀ DEGLI STUDI DI PALERMO

Department: Cultures and Societies

A.Y. 2014/2015

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



PALERMO



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:

- the acquisition of core competences and specific skills related to public communication, knowledge of the current reforms in public administration in terms of public communication and ICT skills;
- 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 ;
- the acquisition of skills related to communication and information (both traditional and ICT) in newspapers, magazines and press offices.

Professional opportunities

Self-employment;
Public and private agencies with public relations and/or press offices;
Companies with public relations and/or press offices.

Final examination features

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)

Consistently with the Course educational objectives and with the expected learning outcomes, the final examination (awarded with 6 credits), consists of the preparation of a short paper, which may have Will consist of the preparation of a paper short which may be a bibliography, or a short essay on a mono-or multi-disciplinary topic. The main types of short paper are: 1. Short Essay about a topic related to a teaching of the curriculum; 2. Short Essay on a interdisciplinary topic 3. Short Essay on a topic connected with the activity of stage/internship. 4. Presentation of a case study 5. Bibliographical review on a topic assigned by the Supervisor 6. Critique Report on a communication project developed during the course.

Subjects 1 ° year	CFU	Sem.	Val.	SSD	TAF
03475 - PRINCIPLES OF COMPUTER SCIENCE <i>Pirrone(PO)</i>	9	1	V	ING-INF/05	A
13177 - PUBLIC AND EUROPEAN UNION LAW <i>Di Carlo(PC)</i>	9	1	V	IUS/09	B
06412 - SEMIOTICS <i>Mangano(PO)</i>	9	1	V	M-FIL/05	A
04677 - ENGLISH LANGUAGE <i>Gendusa(RD)</i>	9	2	V	L-LIN/12	A
16833 - SOCIOLOGY OF CULTURAL AND SOCIAL CHANGE <i>Fici(PA)</i>	9	2	V	SPS/07	A
15179 - SOCIOLOGY OF NEW MEDIA AND SOCIOLOGY OF COMMUNICATION - INTEGRATED COURSE	12	2	V		
- SOCIOLOGY OF COMMUNICATION <i>Cappello(PA)</i>	6	2		SPS/08	A
- SOCIOLOGY OF NEW MEDIA <i>Cappello(PA)</i>	6	2		SPS/08	A

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Subjects 2 ° year	CFU	Sem.	Val.	SSD	TAF
02701 - APPLIED ECONOMICS <i>Iannolino(PC)</i>	9	1	V	SECS-P/06	B
15180 - BUSINESS MARKETING IN THE COMMUNICATION INDUSTRY <i>Caracci(PC)</i>	9	1	V	SECS-P/08	B
05120 - SOCIAL RESEARCH METHODOLOGY <i>Trobia(PA)</i>	9	1	V	SPS/07	B
70527 - ENVIRONMENT SOCIOLOGY <i>Angelini(PA)</i>	6	2	V	SPS/10	B
14400 - SOCIAL STATISTICS <i>Milito(PQ)</i>	6	2	V	SECS-S/05	B
06522 - SOCIOLINGUISTICS <i>D'Agostino(PO)</i>	9	2	V	L-FIL-LET/12	C
07520 - THEORY AND TECHNIQUES OF PUBLIC COMMUNICATION <i>Buscemi(PC)</i>	9	2	V	SPS/08	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	1	V	IUS/10	B
89616 - BUSINESS ORGANISATION <i>Ingrassia(PO)</i>	6	1	V	SECS-P/10	B
14184 - INTERNSHIP	3	1	G		F
12461 - ITALIAN LITERATURE <i>Iurilli(PO)</i>	9	2	V	L-FIL-LET/11	A
05917 - FINAL EXAMINATION	6	2	G		E

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Subjects 3 ° 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
	60				

OPTIONAL SUBJECTS

Optional subjects II	CFU	Sem.	Val.	SSD	TAF
06932 - HISTORY OF MUSIC <i>Cavallini(CU)</i>	9	1	V	L-ART/07	C
07407 - THEORY OF LITERATURE <i>Bertoni(PO)</i>	9	2	V	L-FIL-LET/14	C
Optional subjects III	CFU	Sem.	Val.	SSD	TAF
13426 - ADMINISTRATION SOCIOLOGY <i>Badami(PC)</i>	6	1	V	SPS/11	B
06592 - LEGAL SOCIOLOGY <i>Dino(PO)</i>	6	1	V	SPS/12	B
07807 - POLITICAL PHILOSOPHY <i>Marceno'(PO)</i>	6	2	V	SPS/01	B
Optional subjects IV	CFU	Sem.	Val.	SSD	TAF
04524 - ALBANIAN LANGUAGE <i>Gurga(PA)</i>	6	1	V	L-LIN/18	C
04532 - ARAB LANGUAGE <i>Giordano(PC)</i>	6	2	V	L-OR/12	C
04770 - GENERAL LINGUISTICS <i>Mirto(PA)</i>	6	1	V	L-LIN/01	C
Optional subjects V	CFU	Sem.	Val.	SSD	TAF
11231 - DESIGN WORKSHOP <i>Pantina(RU)</i>	3	1	G	ICAR/13	F
16549 - MARKETING - WORKSHOP <i>Caracci(PC)</i>	3	1	G	SECS-P/08	F

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