



# UNIVERSITÀ DEGLI STUDI DI PALERMO

Department: Cultures and Societies

A.Y. 2016/2017

## 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)

To obtain the degree, students must have acquired 180 credits including those relating to the final examination (3 credits). The final test has the objective of assessing the level of maturity and critical skills of the undergraduate, with respect to learning and to the acquired knowledge, on completion of the activities provided by the course syllabus. The final examination consists of an oral test, in accordance with the rules fixed every year by the Degree Course Regulations for the final examination, respecting and consistent to the calendar, the ministerial requirements and to the relevant Guidelines of the University.

| Subjects 1 ° year   | CFU | Sem. | Val. | SSD        | TAF |
|---|-----|------|------|------------|-----|
| 13426 - ADMINISTRATION SOCIOLOGY<br><i>Badami(PC)</i>                             | 9   | 1    | V    | SPS/11     | B   |
| 04677 - ENGLISH LANGUAGE<br><i>Gendusa(RD)</i>                                    | 9   | 1    | V    | L-LIN/12   | A   |
| 03475 - PRINCIPLES OF COMPUTER SCIENCE<br><i>Pirrone(PO)</i>                      | 9   | 1    | V    | ING-INF/05 | A   |
| 06412 - SEMIOTICS<br><i>Mangano(PO)</i>   | 9   | 1    | V    | M-FIL/05   | A   |
| 16833 - SOCIOLOGY OF CULTURAL AND SOCIAL CHANGE<br><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<br><i>Cappello(PA)</i>                               | 6   | 2    |      | SPS/08     | A   |
| - SOCIOLOGY OF NEW MEDIA<br><i>Cappello(PA)</i>                                   | 6   | 2    |      | SPS/08     | A   |

**57**

| Subjects 2 ° year   | CFU | Sem. | Val. | SSD              | TAF |
|---|-----|------|------|------------------|-----|
| 18759 - APPLIED ECONOMICS/MARKETING OF ADVERTISING COMPANIES                | 15  | 1    | V    |                  |     |
| - APPLIED ECONOMICS<br><i>Iannolino(PC)</i>                                 | 9   | 1    |      | SECS-P/06        | B   |
| - MARKETING OF ADVERTISING COMPANIES<br><i>Ventura Bordenca(RD)</i>         | 6   | 1    |      | SECS-P/08        | B   |
| 05120 - SOCIAL RESEARCH METHODOLOGY<br><i>Trobia(PA)</i>                    | 9   | 1    | V    | SPS/07           | B   |
| 06522 - SOCIOLINGUISTICS<br><i>D'Agostino(PO)</i>                           | 6   | 1    | V    | L-FIL-LET/<br>12 | C   |
| 70527 - ENVIRONMENT SOCIOLOGY<br><i>Angelini(PA)</i>                        | 6   | 2    | V    | SPS/10           | B   |
| 04770 - GENERAL LINGUISTICS<br><i>La Fauci(CU)</i>                          | 9   | 2    | V    | L-LIN/01         | A   |
| 14400 - SOCIAL STATISTICS<br><i>Milito(PQ)</i>                              | 6   | 2    | V    | SECS-S/05        | B   |
| 07520 - THEORY AND TECHNIQUES OF PUBLIC COMMUNICATION<br><i>Rizzuto(PA)</i> | 9   | 2    | V    | SPS/08           | B   |
| Free subjects   | 6   |      |      |                  | D   |

**66**

| Subjects 3 ° year   | CFU | Sem. | Val. | SSD       | TAF |
|---|-----|------|------|-----------|-----|
| 15206 - ADMINISTRATIVE AND REGIONAL LAW<br><i>Impastato(RU)</i> | 6   | 1    | V    | IUS/10    | B   |
| 89616 - BUSINESS ORGANISATION<br><i>Ingrassia(PO)</i>           | 6   | 1    | V    | SECS-P/10 | B   |
| 14184 - INTERNSHIP  | 3   | 1    | G    |           | F   |

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)

| Subjects 3 <sup>o</sup> year                       | CFU | Sem. | Val. | SSD              | TAF |
|--|-----|------|------|------------------|-----|
| 07407 - THEORY OF LITERATURE<br><i>Bertoni(PO)</i> | 6   | 2    | V    | L-FIL-LET/<br>14 | C   |
| 05917 - FINAL EXAMINATION                          | 3   | 2    | V    |                  | E   |
| Optional subjects II                               | 6   |      |      |                  | C   |
| Optional subjects III                              | 9   |      |      |                  | B   |
| Optional subjects IV                               | 9   |      |      |                  | C   |
| Optional subjects                                  | 3   |      |      |                  | F   |
| Free subjects II                                   | 6   |      |      |                  | D   |

57

## OPTIONAL SUBJECTS

| Optional subjects   | CFU | Sem. | Val. | SSD          | TAF |
|---|-----|------|------|--------------|-----|
| 11231 - DESIGN WORKSHOP   | 3   | 1    | G    |              | F   |
| 17958 - JOURNALISM WORKSHOP<br><i>Bertoni(PO)</i>   | 3   | 2    | G    |              | F   |
| 16549 - MARKETING - WORKSHOP  | 3   | 1    | G    |              | F   |
| Optional subjects II  | CFU | Sem. | Val. | SSD          | TAF |
| 04524 - ALBANIAN LANGUAGE<br><i>Gurga(PA)</i>   | 6   | 1    | V    | L-LIN/18     | C   |
| 04532 - ARAB LANGUAGE<br><i>Spallino(PA)</i>  | 6   | 2    | V    | L-OR/12      | C   |
| Optional subjects III   | CFU | Sem. | Val. | SSD          | TAF |
| 07807 - POLITICAL PHILOSOPHY<br><i>Marceno(PO)</i>  | 9   | 1    | V    | SPS/01       | B   |
| 18527 - SOCIOLOGY OF LEGAL INSTITUTIONS<br>AND DECISION-MAKING PROCESSES<br><i>Dino(PO)</i> | 9   | 1    | V    | SPS/12       | B   |
| Optional subjects IV  | CFU | Sem. | Val. | SSD          | TAF |
| 15050 - CINEMA AND MEDIA<br><i>Arcagni(PA)</i>  | 9   | 2    | V    | L-ART/06     | C   |
| 08893 - CULTURAL GEOGRAPHY<br><i>Meschiari(PA)</i>  | 9   | 1    | V    | M-GGR/01     | C   |
| 03116 - ETHNOMUSICOLOGY<br><i>Bonanzinga(PO)</i>  | 9   | 1    | V    | L-ART/08     | C   |
| 06932 - HISTORY OF MUSIC<br><i>Cavallini(CU)</i>  | 9   | 1    | V    | L-ART/07     | C   |
| 12461 - ITALIAN LITERATURE<br><i>Coglitore(PO)</i>  | 9   | 1    | V    | L-FIL-LET/11 | C   |

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