



UNIVERSITÀ DEGLI STUDI DI PALERMO

Department: Cultures and Societies

A.Y. 2019/2020

DEGREE COURSE IN MASS MEDIA AND INSTITUTIONAL COMMUNICATION SCIENCES

Characteristics



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



3 YEARS



PALERMO



FREE ACCESS



2113

Educational objectives

Students from the secondary school who have passed an access test may enrol in this Degree Course. The basic knowledge, verified in the said test, is implemented and updated by the disciplines present in some areas of the Course, which provides students, at the same time, with new teachings that bring new knowledge and develop their understanding. The area of semiotic, linguistic and IT disciplines leads students to have knowledge of the objectives of linguistics, and namely of the advantages of linguistic analysis as a tool for understanding social and individual phenomena. Graduates will also acquire an understanding of the coherence and cohesion mechanisms of a written or oral text in Italian. The semiotic disciplines provide students with an overview of the main theoretical approaches and research areas privileged by sociolinguistic research starting from the language/society relationship, presenting interdisciplinary and comparative approaches.

As far as the English language is concerned, the student will come to understand written texts and oral speeches in English related to the world of Anglo-Saxon communication, including professional fields and the most interesting communication strategies. As far as foreign languages are concerned, the student will acquire an active and passive competence in other languages including Arabic and Albanian. The sociological disciplines refer to more than one basic and characteristic field and lead the student to acquire basic knowledge of general sociology, but also of the sociology of communication processes and other sociological fields with direct application to the world of media and institutions; thanks to these studies graduates will be able to understand the most significant aspects of today's society and the problems that animate the current political and economic debate (market crisis, migratory phenomena, emerging countries, recession).

Students will acquire articulated knowledge and ability to understand the problems related to the sectors in question thanks to a suitable methodological approach. They will be made aware of the current perspectives of research and the most recent scientific acquisitions; will know how to read the "texts" and will be able to interpret them, capturing their historical and cultural references.

These skills are acquired through lectures, but also through exercises conducted by teachers (as detailed in the syllabuses of the individual disciplines) and through participation in in-depth seminars on specific topics organized by the School, by teachers and student associations.

The verification of these abilities and knowledge will also take place through moments of deepening and discussion on the topics dealt with in class that involve the recall of the knowledge already acquired or through the conduct of project activities in concert to the performance of the theoretical program, as well as during examinations where, in addition to the interview and/or written test, in some courses, the design documents that integrate the exam can be requested

Professional opportunities

Profile:

1st cycle Graduate in "Mass Media and Institutional Communication Sciences"

Functions:

- Marketing technician

Skills:

- Market research

- Definition and implementation of product promotion strategies

- Design and management of product and/or services marketing actions

- Customer care

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)

- Relations with the media
- Professional opportunities:
- Private practice
 - Marketing offices of public and private institutions
 - Marketing offices of Companies (national and local large retail chains, franchising chains)

Profile

1st cycle Graduate in “Mass Media and Institutional Communication Science”

Functions:

- Advertising technician

Skills:

- Planning and managing communication strategies
- Creation of brands or corporate images
- Building advertising messages
- Creating texts and images for advertising campaigns

Professional opportunities:

- Private practice
- Advertising offices of companies or organisations
- companies or organisations promoting their image through various types of advertising campaigns and various media

Profile

1st cycle Graduate in “Mass Media and Institutional Communication Science”

Functions:

Public relations technician

Skills:

- relations with the media
- Drafting or preparation of texts for official speeches or press releases
- Management or updating of websites
- Management and analysis of press coverage

Professional opportunities

- Private practice
- Public and private institutions with public relations and/or press offices
- Companies with public relations and/or press offices

Final examination features

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
04677 - ENGLISH LANGUAGE <i>Uzzo(PC) [A-L], Uzzo(PC) [M-Z]</i>	9	1	V	L-LIN/12	A
20303 - SEMIOTICS AND COMMUNICATION AND VISUAL DESIGN PROFESSIONAL WORKSHOP - INTEGRATED COURSE	12	1	V		
- COOMUNICATION AND VISUAL DESIGN - PROFESSIONAL WORKSHOP <i>Lo Rito(PC)</i>	3	1			F
- SEMIOTICS <i>Mangano(PO)</i>	9	1		M-FIL/05	A
20302 - HISTORY OF PUBLIC OPINION AND SOCIAL AND NON-PROFIT COMMUNICATION PROFESSIONAL WORKSHOP - INTEGRATED COURSE	9	1	V		
- HISTORY OF PUBLIC OPINION <i>Marsala(PA)</i>	6	1		SPS/02	B
- SOCIAL AND NON-PROFIT COMMUNICATION - PROFESSIONAL WORKSHOP <i>Maniscalco(PC)</i>	3	1			F
20300 - ADMINISTRATION SOCIOLOGY AND PUBLIC ADMINISTRATION COMMUNICATION WORKSHOP - INTEGRATED COURSE	9	2	V		
- ADMINISTRATION SOCIOLOGY <i>Macaluso(PA)</i>	6	2		SPS/11	B

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Subjects 1 ° year	CFU	Sem.	Val.	SSD	TAF
- PUBLIC ADMINISTRATION COMMUNICATION - WORKSHOP <i>Badami(PC)</i>	3	2		SPS/11	C
19377 - DIGITAL MEDIA SOCIOLOGY AND SOCIOLOGY OF COMMUNICATION - INTEGRATED COURSE	12	2	V		
- DIGITAL MEDIA SOCIOLOGY <i>Cappello(PA)</i>	6	2		SPS/08	A
- SOCIOLOGY OF COMMUNICATION <i>Cappello(PA)</i>	6	2		SPS/08	A
14400 - SOCIAL STATISTICS <i>Ferrante(PA)</i>	6	2	V	SECS-S/05	B

57

Subjects 2 ° year	CFU	Sem.	Val.	SSD	TAF
20306 - ADVERTISING BUSINESS MARKETING AND WEB MARKETING WORKSHOP - INTEGRATED COURSE	9	1	V		
- MARKETING OF ADVERTISING COMPANIES <i>Pinello(PC)</i>	6	1		SECS-P/08	B
- WEB MARKETING WORKSHOP	3	1		SECS-P/08	C
05120 - SOCIAL RESEARCH METHODOLOGY <i>Trobia(PA)</i>	9	1	V	SPS/07	B
06522 - SOCIOLINGUISTICS <i>Paternostro(PA)</i>	6	1	V	L-FIL-LET/ 12	C
04770 - GENERAL LINGUISTICS <i>La Fauci(CU)</i>	9	2	V	L-LIN/01	A
16833 - SOCIOLOGY OF CULTURAL AND SOCIAL CHANGE <i>Fici(PA)</i>	9	2	V	SPS/08	A
07520 - THEORY AND TECHNIQUES OF PUBLIC COMMUNICATION <i>Rizzuto(PA)</i>	9	2	V	SPS/08	B
Free subjects	6				D

57

Subjects 3 ° year	CFU	Sem.	Val.	SSD	TAF
89616 - BUSINESS ORGANISATION <i>Vesperi(RD)</i>	6	1	V	SECS-P/10	B
19085 - DIGITAL COMMUNICATION <i>Tabacchi(PC)</i>	9	1	V	ING-INF/05	A
14184 - INTERNSHIP	3	1	G		F
15206 - ADMINISTRATIVE AND REGIONAL LAW	6	2	V	IUS/10	B
20299 - LITERATURE AND JOURNALISM AND JOURNALISM WORKSHOP - INTEGRATED COURSE	9	2	V		
- JOURNALISM WORKSHOP <i>Bertoni(PO)</i>	3	1		L-FIL-LET/14	C
- LITERATURE AND JOURNALISM <i>Bertoni(PO)</i>	6	2		L-FIL-LET/14	C
05917 - FINAL EXAMINATION	3	2	V		E
Optional subjects II	6				C
Optional subjects III	9				B
Optional subjects IV	9				C
Free subjects II	6				D

66

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OPTIONAL SUBJECTS

Optional subjects II	CFU	Sem.	Val.	SSD	TAF
04524 - ALBANIAN LANGUAGE <i>Gurga(PA)</i>	6	1	V	L-LIN/18	C
04532 - ARAB LANGUAGE <i>Spallino(PA)</i>	6	2	V	L-OR/12	C
Optional subjects III	CFU	Sem.	Val.	SSD	TAF
19082 - POLITICAL PHILOSOPHY AND GENDER STUDIES <i>Marceno'(PO)</i>	9	1	V	SPS/01	B
19081 - SOCIOLOGY OF DEVIANCE AND SOCIAL UNREST <i>Dino(PO)</i>	9	1	V	SPS/12	B
Optional subjects IV	CFU	Sem.	Val.	SSD	TAF
04444 - CONTEMPORARY ITALIAN LITERATURE <i>Coglitore(PO)</i>	9	1	V	L-FIL-LET/11	C
03116 - ETHNOMUSICOLOGY <i>Bonanzinga(PO)</i>	9	1	V	L-ART/08	C
19662 - GEOGRAPHY AND MEDIA PROCESSES <i>Meschiari(PA)</i>	9	1	V	M-GGR/01	C
19084 - MUSIC FOR MOVIES AND ADVERTISING <i>Vernazza(RD)</i>	9	2	V	L-ART/07	C
20380 - NEW MEDIA AND NEW TECHNOLOGIES <i>Arcagni(PA)</i>	9	2	V	L-ART/06	C

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