



# UNIVERSITÀ DEGLI STUDI DI PALERMO

**Department: Cultures and Societies**

**A.Y. 2020/2021**

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

### **Characteristics**



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



3 YEARS



PALERMO



FREE 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 Cultures and Arts"

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

Other related and integrative educational activities in the fields of literary criticism and comparative literature, foreign languages and literatures, the arts, philology and the historical-philosophical-artistic-geographic area are also provided, aiming to compare the social and media-related disciplines with the neighbouring ones where communication is applied, consistent with the demands of the labour market.

During the course, students will experience first-hand 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 2nd cycle studies.

Elective activities will be awarded 12 credits.

The most coherent continuation of the degree course in "Communication Sciences for Culture and Arts", as part of the educational offer of the Department "Culture e società" of the University of Palermo, is the 2nd cycle degree course in "Communication of Cultural Heritage" Class LM92, in accordance with the Course Educational Regulations.

The degree in "Communication Sciences for Culture and 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 internal and external communication processes of 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 of semiotics and of human and social sciences, as well as of communication methodologies and techniques;
- basic knowledge of legal and historical-political subjects;
- Basic knowledge for the study of cultures;
- Basic knowledge for the study of the arts and media;
- Basic knowledge of the relations 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 at providing 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

Profile: Technicians of the organization of radio, television, theatre and cinema production

Functions:

Design and creation of events in the field of culture and the arts at large (radio, television, theatre, cinema, multimedia); preparation of palimpsests, selection of music and images, creation and production of advertising spots; presentation of information; management of shows, artistic and recreational performances in theatres and other public places.

Skills:

Graduates are able to elaborate specific cultural contents for communication infrastructures in the media and in the web and to operate in the main sectors of activity (radio, television, digital and non-digital publishing, cinema, theatre, video, web), applying the technologies to specific communication purposes developed for users. They apply the theoretical and methodological knowledge to the management of events, to the verification of the expected outcomes and to possible remodelling of ongoing projects. They are able to perform coordination roles. They are able to compile medium-length argumentative and expositive texts in good Italian; they can effectively use the English language and have command of at least one other language.

Professional opportunities: Public and private radio, television, film and theatre production agencies; organization of cultural initiatives; artistic, musical and multimedia institutions; cultural festivals; Web sites.

Profile: Organizers of fairs, exhibitions and cultural events

Functions: Design and creation of events in the field of culture and the arts in general (fairs, exhibitions, exhibitions, musical events, theatre, multimedia); services for the organization and management of fairs; conception and realization of exhibition areas and spaces, organization of use by the public and exhibitors.

Skills: Graduates are able to elaborate specific cultural contents in the main sectors of activity (fairs, exhibitions, exhibitions, festivals, and website management), applying methodologies and technologies to specific communication purposes developed for users. They apply the theoretical and methodological knowledge to the management of events, to the verification of the expected results and to possible remodelling of ongoing projects. They are able to perform coordination roles. They are able to compile medium-length argumentative and expositive texts in good Italian; they can effectively use the English language and have command of at least one other language.

Professional opportunities: Public and private bodies for the production and organization of cultural initiatives; fairs, exhibitions, vernissages, cultural festivals; multimedia shows; Web sites.

## 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>Rudvin(PA)</i>	9	1	V	L-LIN/12	A
04770 - GENERAL LINGUISTICS <i>Mirto(PA)</i>	9	1	V	L-LIN/01	A
20298 - SOCIOLOGY OF JOURNALISM <i>Rizzuto(PA)</i>	9	1	V	SPS/08	B
13179 - GENERAL SOCIOLOGY AND SOCIAL RESEARCH METHODOLOGY - INTEGRATED COURSE	15	2	V		
- GENERAL SOCIOLOGY <i>Trobia(PA)</i>	9	2		SPS/07	A, B
- SOCIAL RESEARCH METHODOLOGY <i>Trobia(PA)</i>	6	2		SPS/07	A
06412 - SEMIOTICS <i>Giannitrapani(RD)</i>	9	2	V	M-FIL/05	B
Optional subjects	9				B
Free subjects (suggested)	6				D
<b>66</b>					
Subjects 2 ° year	CFU	Sem.	Val.	SSD	TAF
04354 - CULTURAL HERITAGE REGULATIONS <i>Ventimiglia(PA)</i>	6	1	V	IUS/10	B

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Subjects 2 ° year	CFU	Sem.	Val.	SSD	TAF
19078 - HISTORY OF CULTURE <i>Cometa(PO)</i>	9	1	V	L-FIL-LET/ 14	C
13155 - THEORY OF LANGUAGES <i>La Mantia(PA)</i>	9	1	V	M-FIL/05	B, C
19067 - HISTORY AND ORGANISATION OF MUSICAL THEATRE <i>Vernazza(RD)</i>	9	2	V	L-ART/07	B
18038 - SOCIAL PHILOSOPHY <i>Segreto(PA)</i>	9	2	V	SPS/01	B
Optional subjects II	6				C
Optional subjects III	5				C
Free subjects II	6				D
<b>59</b>					

Subjects 3 ° year	CFU	Sem.	Val.	SSD	TAF
07407 - THEORY OF LITERATURE <i>Volpe(PA)</i>	9	1	V	L-FIL-LET/ 14	C
14339 - COMPETENCES RELATED TO THE LABOUR MARKET	3	1	G		F
06634 - INTERNSHIP	3	1	G		F
19079 - DIGITAL TECHNOLOGIES FOR CULTURAL HERITAGE	9	2	V	ING-INF/05	A
05917 - FINAL EXAMINATION	3	2	V		E
Optional subjects IV	3				F
Optional subjects V	6				C
Optional subjects VI	5				C
Optional subjects VII	9				B
Optional subjects VIII	5				C
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## OPTIONAL SUBJECTS

Optional subjects	CFU	Sem.	Val.	SSD	TAF
15050 - CINEMA AND MEDIA <i>Arcagni(PA)</i>	9	2	V	L-ART/06	B
06808 - HISTORY OF ART <i>Auf Der Heyde(PA)</i>	9	2	V	L-ART/04	B
Optional subjects II	CFU	Sem.	Val.	SSD	TAF
04384 - ALBANIAN LITERATURE <i>Mandala'(PO)</i>	6	1	V	L-LIN/18	C
04488 - GERMAN LITERATURE <i>Tucci(PA)</i>	6	1	V	L-LIN/13	C
Optional subjects III	CFU	Sem.	Val.	SSD	TAF
04525 - ALBANIAN LANGUAGE 1 <i>Gurga(PA)</i>	5	1	V	L-LIN/18	C
04534 - ARAB LANGUAGE 1 <i>Spallino(PA)</i>	5	2	V	L-OR/12	C
04740 - GERMAN LANGUAGE 1 <i>Tucci(PA)</i>	5	1	V	L-LIN/14	C

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## OPTIONAL SUBJECTS

Optional subjects IV	CFU	Sem.	Val.	SSD	TAF
20296 - COMPUTATIONAL LINGUISTICS WORKSHOP <i>Mirto(PA)</i>	3	1	G		F
20297 - CULTURAL HERITAGE COMMUNICATION WORKSHOP <i>Auf Der Heyde(PA)</i>	3	1	G		F
20295 - PHOTO.JOURNALISM WORKSHOP <i>Fici(PA)</i>	3	1	G		F
Optional subjects V	CFU	Sem.	Val.	SSD	TAF
13393 - CULTURAL ORIGINS OF GERMANIC LANGUAGE SPEAKING COUNTRIES	6	1	V	L-FIL-LET/15	C
16550 - MATERIAL CULTURE OF GERMANIC POPULATIONS <i>Teresi(PA)</i>	6	1	V	L-FIL-LET/15	C
Optional subjects VI	CFU	Sem.	Val.	SSD	TAF
18054 - HISTORY OF EUROPEAN THOUGHT <i>Di Bella(PA)</i>	5	2	V	M-FIL/06	C
18503 - SEMIOTICS OF ETHNIC AND FOLK MUSIC <i>Bonanzinga(PO)</i>	5	2	V	L-ART/08	C
Optional subjects VII	CFU	Sem.	Val.	SSD	TAF
03089 - AESTHETICS <i>Crescimanno(PA)</i>	9	1	V	M-FIL/04	B
19066 - SEMIOTICS OF MEDIA <i>Marrone(PO)</i>	9	2	V	M-FIL/05	B
Optional subjects VIII	CFU	Sem.	Val.	SSD	TAF
17189 - ALBANIAN LANGUAGE 2 <i>Gurga(PA)</i>	5	2	V	L-LIN/18	C
14967 - ARAB LANGUAGE 2 <i>Spallino(PA)</i>	5	1	V	L-OR/12	C
17191 - GERMAN LANGUAGE 2	5	2	V	L-LIN/14	C
Free subjects (suggested)	CFU	Sem.	Val.	SSD	TAF
20956 - PUBLIC POLICIES FOR CULTURAL HERITAGE <i>Frazzica(PA)</i>	6	1	V	SPS/12	D

## PROPAEDEUTICAL TEACHINGS

14967 - ARAB LANGUAGE 2  
04534 - ARAB LANGUAGE 1  
17189 - ALBANIAN LANGUAGE 2  
04525 - ALBANIAN LANGUAGE 1

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