



# UNIVERSITÀ DEGLI STUDI DI PALERMO

**Department: Cultures and Societies**

**A.Y. 2022/2023**

## **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, to human, legal and socio-political sciences, as well as to 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- are also provided, aiming to compare the social and media-related subjects with the neighbouring ones where communication is applied, consistently 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 a laboratory-shaped educational path oriented towards the profession, and finally to 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 arts and media.
- Basic knowledge of the relations between the market and cultural enterprises.
- Ability to communicate effectively in Italian.
- Written and spoken knowledge of English and at least of another foreign language.
- 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

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and internationalization, between the written text and other media.

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

### Professional opportunities

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

Functions:

Design and creation of communication 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 can 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, museum, 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, museum and 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.

Profile: Cultural communication technician

Functions:

- Design and implementation of communication media of cultural organisations and events.
- Organisation of websites, apps and communication portals for hospitality companies and companies involved in the culture of taste.

Skills

Graduates are able to enhance, through communication, companies, organisations, associations, consortia, agencies promoting cultural events, products and processes. They plan and organise the adequate media for the valorisation of the material and immaterial cultural heritage, (for instance, culture of taste, territorial enogastronomic assets, etc.)

Professional opportunities:

Private companies, consortia and associations for the protection of cultural heritage, public bodies related to the communication and the maintenance of the material and immaterial cultural heritage.

### 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<br><i>Rudvin(PA)</i>   | 9   | 1    | V    | L-LIN/12 | A   |
| 04770 - GENERAL LINGUISTICS<br><i>Mirto(PA)</i> | 9   | 1    | V    | L-LIN/01 | A   |

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| Subjects 1 ° year   | CFU | Sem. | Val. | SSD      | TAF  |
|---|-----|------|------|----------|------|
| 20956 - PUBLIC POLICIES FOR CULTURAL HERITAGE<br><i>Frazzica(PA)</i>          | 9   | 1    | V    | SPS/07   | B    |
| 13179 - GENERAL SOCIOLOGY AND SOCIAL RESEARCH METHODOLOGY - INTEGRATED COURSE | 15  | 2    | V    |          |      |
| - GENERAL SOCIOLOGY<br><i>Trobia(PA)</i>                                      | 9   | 2    |      | SPS/07   | A, B |
| - SOCIAL RESEARCH METHODOLOGY<br><i>Trobia(PA)</i>                            | 6   | 2    |      | SPS/07   | A    |
| 06412 - SEMIOTICS<br><i>Giannitrapani(RD)</i>                                 | 9   | 2    | V    | M-FIL/05 | B    |
| Optional subjects   | 9   |      |      |          | B    |
| Free subjects   | 6   |      |      |          | D    |

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| Subjects 2 ° year   | CFU | Sem. | Val. | SSD              | TAF  |
|---|-----|------|------|------------------|------|
| 03089 - AESTHETICS<br><i>Crescimanno(PA)</i>                    | 9   | 1    | V    | M-FIL/04         | B    |
| 19078 - HISTORY OF CULTURE<br><i>Cometa(PO)</i>                 | 9   | 1    | V    | L-FIL-LET/<br>14 | C    |
| 04354 - CULTURAL HERITAGE REGULATIONS<br><i>Ventimiglia(PA)</i> | 6   | 2    | V    | IUS/10           | B    |
| 18038 - SOCIAL PHILOSOPHY<br><i>Segreto(PA)</i>                 | 9   | 2    | V    | SPS/01           | B    |
| 13155 - THEORY OF LANGUAGES<br><i>Marrone(PO)</i>               | 9   | 2    | V    | M-FIL/05         | B, C |
| Optional subjects II  | 6   |      |      |                  | C    |
| Optional subjects III   | 5   |      |      |                  | C    |
| Free subjects II  | 6   |      |      |                  | D    |

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| Subjects 3 ° year   | CFU | Sem. | Val. | SSD              | TAF |
|---|-----|------|------|------------------|-----|
| 19079 - DIGITAL TECHNOLOGIES FOR CULTURAL HERITAGE<br><i>Limoncelli(RD)</i> | 9   | 1    | V    | ING-INF/05       | A   |
| 16550 - MATERIAL CULTURE OF GERMANIC POPULATIONS<br><i>Teresi(PA)</i>       | 6   | 1    | V    | L-FIL-LET/<br>15 | C   |
| 19066 - SEMIOTICS OF MEDIA<br><i>Giannitrapani(RD)</i>                      | 9   | 1    | V    | M-FIL/05         | B   |
| 07407 - THEORY OF LITERATURE<br><i>Coglitore(PO)</i>                        | 9   | 1    | V    | L-FIL-LET/<br>14 | C   |
| 14339 - COMPETENCES RELATED TO THE LABOUR MARKET                            | 3   | 1    | G    |                  | F   |
| 06634 - INTERNSHIP  | 3   | 1    | G    |                  | F   |
| 05917 - FINAL EXAMINATION   | 3   | 2    | V    |                  | E   |
| Optional subjects V   | 5   |      |      |                  | C   |
| Optional subjects VI  | 5   |      |      |                  | C   |
| Optional subjects IV  | 3   |      |      |                  | F   |

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## OPTIONAL SUBJECTS

| Optional subjects   | CFU | Sem. | Val. | SSD      | TAF |
|---|-----|------|------|----------|-----|
| 15050 - CINEMA AND MEDIA<br><i>Arcagni(PA)</i>  | 9   | 2    | V    | L-ART/06 | B   |
| 06808 - HISTORY OF ART<br><i>Auf Der Heyde(PA)</i>                                      | 9   | 1    | V    | L-ART/04 | B   |
| 13349 - MUSICAL COMMUNICATION<br><i>Vernazza(RD)</i>                                    | 9   | 2    | V    | L-ART/07 | B   |
| 07997 - PHOTOGRAPHY   | 9   | 2    | V    | L-ART/06 | B   |
| Optional subjects II  | CFU | Sem. | Val. | SSD      | TAF |
| 04384 - ALBANIAN LITERATURE<br><i>Mandala'(PO)</i>                                      | 6   | 1    | V    | L-LIN/18 | C   |
| 04488 - GERMAN LITERATURE<br><i>Tucci(PA)</i>   | 6   | 1    | V    | L-LIN/13 | C   |
| Optional subjects III   | CFU | Sem. | Val. | SSD      | TAF |
| 04525 - ALBANIAN LANGUAGE 1<br><i>Gurga(PA)</i>   | 5   | 1    | V    | L-LIN/18 | C   |
| 04534 - ARAB LANGUAGE 1<br><i>Spallino(PA)</i>  | 5   | 2    | V    | L-OR/12  | C   |
| 04740 - GERMAN LANGUAGE 1<br><i>Tucci(PA)</i>   | 5   | 1    | V    | L-LIN/14 | C   |
| Optional subjects IV  | CFU | Sem. | Val. | SSD      | TAF |
| 20296 - COMPUTATIONAL LINGUISTICS WORKSHOP<br><i>Mirto(PA)</i>                          | 3   | 1    | G    |          | F   |
| 21429 - COMPUTER APPLICATIONS FOR CULTURAL HERITAGE - WORKSHOP<br><i>Limoncelli(RD)</i> | 3   | 2    | G    |          | F   |
| 20297 - CULTURAL HERITAGE COMMUNICATION WORKSHOP  | 3   | 1    | G    |          | F   |
| 21430 - DATA ANALYSIS FOR CULTURAL HERITAGE - WORKSHOP<br><i>Ferrante(PA)</i>           | 3   | 2    | G    |          | F   |
| 21428 - PHOTOGRAPHY AND CULTURE - WORKSHOP<br><i>Fici(PA)</i>                           | 3   | 1    | G    |          | F   |
| Optional subjects V   | CFU | Sem. | Val. | SSD      | TAF |
| 18054 - HISTORY OF EUROPEAN THOUGHT<br><i>Di Bella(PA)</i>                              | 5   | 2    | V    | M-FIL/06 | C   |
| 08897 - SEMIOLOGY OF MUSIC<br><i>Bonanzinga(PO)</i>                                     | 5   | 1    | V    | L-ART/08 | C   |
| Optional subjects VI  | CFU | Sem. | Val. | SSD      | TAF |
| 17189 - ALBANIAN LANGUAGE 2<br><i>Gurga(PA)</i>   | 5   | 2    | V    | L-LIN/18 | C   |
| 14967 - ARAB LANGUAGE 2<br><i>Spallino(PA)</i>  | 5   | 1    | V    | L-OR/12  | C   |
| 17191 - GERMAN LANGUAGE 2<br><i>Hoffmann(PO)</i>  | 5   | 1    | V    | L-LIN/14 | C   |

## PROPAEDEUTICAL TEACHINGS

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

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