



# UNIVERSITÀ DEGLI STUDI DI PALERMO

Department: Cultures and Societies

A.Y. 2018/2019

## DEGREE COURSE IN COMMUNICATION OF CULTURAL HERITAGE - VISUAL CULTURE -

### Characteristics



Class of Master's Degree  
(MSc) on Communication  
(LM-92)



2 YEARS



PALERMO



FREE ACCESS



2215

### Educational objectives

The communication of cultural heritage is the focus of this 2nd cycle Degree Course.

The course is divided in:

- Class specific educational activities related to the disciplinary ambits of information and Communication theories and techniques, of Semiotics as well as socio-economic, historical-political and cognitive subjects;
- Differentiated related and integrative educational activities aiming at comparing communication science with other sciences (History of modern/contemporary art, Museum studies and art and restoration criticism, Performing arts, Cinema, Photography and Television, Musicology and history of music, Italian Literature, Literary criticism and Comparative Literatures, Philology, English/German/Arab/Albanian Literature, Language and translation) and at making the educational programme coherent with the needs of the labour market.

Students will have the opportunity to experiment on their own, through a 3 credits workshop, the close observation of crucial issues and methods of their future professional role; they will thus acquire, according to the educational programme and to their personal interests and competences, useful knowledge for accessing the labour market.

9 credits are awarded to elective educational activities.

Based on previous research experience both in the University of Palermo and with other national and international research agencies, and coherently with the outcomes of some experimental initiatives (PhDs in Design, European Cultural Studies, Cultural Heritage Sciences and University Master, two curricula have been envisaged: "Text cultures" and "Visual culture".

Students may choose one of them after the first year (60 credits), aiming at consolidating the theoretical knowledge from their previous studies in Communication, Languages, Literatures, Visual and performing arts.

The 2nd cycle Degree Course in "Communication of cultural heritage" aims at training professionals who, together with sound cultural grounding in areas such as the communication of cultural heritage, text and visual culture sciences and advanced competence in the humanistic field, possess the typical knowledge and skills of communication specialists and are able to ideate and coordinate high level projects in the field of cultural heritage, critical text editing and contemporary visual arts.

The specific objectives of the course will vary depending on the chosen curriculum, being respectively:

For the "Text cultures" curriculum: the achievement of a mature and aware understanding of literary studies in their (literary-critical, linguistic and philological) articulations and of their relation with modern comparative studies, with theory of literature, with the history of culture, with historical-philosophical subjects and applied computer science;

For the "Visual culture" curriculum: the achievement of a mature and aware understanding of the sciences of image, seen as an interplay among image analysis, social and individual view analysis and of the media supporting these images.

The attitude to produce multimedia projects for the analysis and communication of text cultures and visual culture will be developed in both curricula through specific laboratory practice.

### Professional opportunities

Profile:

Expert in Communication of cultural heritage

Functions:

- design, analysis and planning of initiatives aimed at communicating cultural heritage in a broad sense, including artistic and

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monumental goods, together with other material and immaterial elements contributing to define a culture (food, traditions, festivals, etc.). )

- consulting in the design and construction of spaces aimed at the use of cultural heritage effective from the point of view of communication (museums, exhibition spaces, routes in the territory, etc.)
- analysis, design and implementation of models and prototypes in the various areas of communication;
- design of studies and research activities in the field of communication;
- analysis, conception and implementation of integrated communication systems, with particular reference to new means of communication;
- communication and dissemination of knowledge, also through the use of new technologies at various levels;
- promotion and management of information and communication innovation in public bodies as well as in private companies and economic organizations of different types;
- planning and provision of cultural services and for the recovery of local traditions and identities;
- planning and communication of cultural events;
- research in the field of text sciences and image sciences;
- specialist consultancy on verbal and visual communication (in particular within cultural institutions, public and private foundations, libraries, archives, etc.)

Skills associated with the function:

- high-level theoretical and methodological skills for the analysis, design and implementation of communication models and prototypes at different levels;
- command of the technical knowledge of communication software and of the related communication skills;
- written and oral command of a foreign language
- planning and provision of cultural services and for the recovery of local traditions and identities
- strategic consultancy for the design of museum spaces and initiatives aimed at enhancing and exploiting cultural heritage
- programming and communication of cultural events, research in the field of text sciences and image sciences

In-depth knowledge of principles and techniques:

- communication of the sciences of text and visual culture
- of critical edition of the texts
- of contemporary visual arts.

Professional opportunities:

Graduates, since their first years of employment (with gradually higher degrees of complexity and autonomy), may find professional opportunities in the areas of cultural heritage communication in the broad sense ( from artistic/monumental goods to gastronomy and folklore), text sciences and visual culture, in the critical edition of texts and contemporary visual images, being them specialists in communication, able to design and coordinate high profile projects.

Graduates will find employment in public and private museums, cultural and research institutes, as well as in economic, profit and non-profit, cultural and museum organizations of different types, cultural centres, libraries, archives, publishing houses, image and advertising, tour operators.

They will be involved in the promotion and management of innovative information and communication campaigns, through the use of ITC, in areas such as communication of cultural heritage, text sciences and visual culture, in the field of critical edition of texts and contemporary visual arts, being specialists able to design and coordinate high-profile cultural projects.

### Final examination features

In accordance with the educational objectives and the expected learning outcomes of the Degree Course, the final examination, awarded with 12 credits, consists of the presentation of a dissertation, or of a multimedia product supported by a theoretical dissertation, prepared by the student in an original way under the guidance of a supervising Professor and related to the advanced and organic analysis of a curriculum-related issue. The final paper will be presented to a Board appointed by the Board of the Degree Course.

Subjects 1 ° year	CFU	Sem.	Val.	SSD	TAF
19654 - CULTURAL HERITAGE SEMIOTICS <i>Mangiapane(RD)</i>	9	1	V	M-FIL/05	B
03179 - GERMAN PHILOLOGY <i>Giliberto(PO)</i>	9	1	V	L-FIL-LET/ 15	C
19055 - MEDIA AND COMMUNICATION AESTHETICS <i>Crescimanno(PA)</i>	6	1	V	M-FIL/04	B
19058 - WEB DESIGN AND PROGRAMMING <i>Pirrone(PO)</i>	9	1	V	ING-INF/05	B
19056 - COMPARISON OF ITALIAN AND ENGLISH LANGUAGE STRUCTURES <i>Mirto(PA)</i>	9	2	V	L-LIN/01	B
07457 - THEORY AND TECHNIQUES OF NEW MEDIA <i>Fici(PA)</i>	9	2	V	SPS/08	B
Free subjects	9				D

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Subjects 1 ° year	CFU	Sem.	Val.	SSD	TAF
	<b>60</b>				
Subjects 2 ° year	CFU	Sem.	Val.	SSD	TAF
06730 - HISTORY OF CINEMA <i>Volpe(PA)</i>	9	1	V	L-ART/06	C
19656 - SEMIOTICS OF MUSEUM SPACES <i>Giannitrapani(RD)</i>	9	1	V	M-FIL/05	B
13399 - VISUAL CULTURE <i>Cometa(PO)</i>	9	1	V	L-FIL-LET/ 14	C
13351 - ADVANCED SKILLS RELATED TO THE LABOUR MARKET	3	1	G		F
14184 - INTERNSHIP	3	1	G		F
19057 - MUSIC CULTURE <i>Cavallini(CU)</i>	9	2	V	L-ART/07	C
05917 - FINAL EXAMINATION	12	2	G		E
Optional subjects	6				C
	<b>60</b>				

### OPTIONAL SUBJECTS

Optional subjects	CFU	Sem.	Val.	SSD	TAF
14444 - ALBANIAN LANGUAGE - ADVANCED COURSE <i>Gurga(PA)</i>	6	1	V	L-LIN/18	C
14445 - ARAB LANGUAGE - ADVANCED COURSE <i>Spallino(PA)</i>	6	2	V	L-OR/12	C
13553 - ENGLISH LANGUAGE - ADVANCED LEVEL <i>Rizzo(PA)</i>	6	2	V	L-LIN/12	C

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