



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche
ACADEMIC YEAR	2017/2018
BACHELOR'S DEGREE (BSC)	ECONOMIC DEVELOPMENT, INTERNATIONAL COOPERATION AND MIGRATION
SUBJECT	SOCIOLOGY OF CULTURAL AND COMMUNICATION PROCESSES
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50207-sociologia e sistemi sociali e politici
CODE	06538
SCIENTIFIC SECTOR(S)	SPS/08
HEAD PROFESSOR(S)	RIZZUTO FRANCESCA Professore Associato Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	6
INDIVIDUAL STUDY (Hrs)	102
COURSE ACTIVITY (Hrs)	48
PROPAEDEUTICAL SUBJECTS	13179 - GENERAL SOCIOLOGY AND SOCIAL RESEARCH METHODOLOGY - INTEGRATED COURSE
MUTUALIZATION	THEORY AND TECHNIQUES OF PUBLIC COMMUNICATION - Corso: COMMUNICATION FOR MEDIA AND INSTITUTIONS THEORY AND TECHNIQUES OF PUBLIC COMMUNICATION - Corso: SCIENZE DELLA COMUNICAZIONE PER I MEDIA E LE ISTITUZIONI
YEAR	2
TERM (SEMESTER)	2° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	RIZZUTO FRANCESCA Tuesday 10:00 12:00 edificio 15, piano 6, stanza 605

DOCENTE: Prof.ssa FRANCESCA RIZZUTO

PREREQUISITES	General knowledge of the basic concepts of sociology
LEARNING OUTCOMES	<p>Knowledge and understanding Acquisition of knowledge and expertise about the cultural processes triggered the media in the contemporary society. Acquisition of knowledge and expertise about the concept of "cultural meaning" and the definition of culture as "social creation". Knowledge of the main paradigms, authors, schools of thought, as well as the key concepts of the sociology of cultural and communication processes. Understanding of the dynamics of production, distribution and reception of culture. In key monograph, acquiring knowledge and understanding of the problematic factors related to the relationship between the media and representations.</p> <p>Applying knowledge and understanding Through specific case studies, the course aims to develop knowledge and understanding applied to specific contexts. Students will be able to use what they will have learned in classroom. In particular, they will be able to usefully interpret the changes affecting the social dynamics. They will also be able to analyze the information that they will receive in order to build models of interpretation.</p> <p>Making judgements Increasing of ability in process judgments both on general issues and the operational impacts of the knowledge learned. Students will be able, thanks to the constant references to the knowledge acquired during the entire course of study, to proceed with a critical approach, essential for an interpretation in complete autonomy of the available information.</p> <p>Communication Students will gain the skills useful to compete with other professionals on the issues of discipline. They also will acquire appropriate skills useful to the presentation of experimental and bibliographic data and they will transmit and adequately disclose information on the topics covered. Students will be able to make judgments and personal opinions during discussions in the classroom discussing with colleagues and with the teacher through reasoned argument and through the use of an appropriate language. T</p> <p>Lifelong learning skills Students will learn the basic notions of the discipline for a subsequent application in the employment field. In addition, they will acquire the ability to consult databases and journals in order to learn innovative techniques and fundamental tools for the continuous updating of knowledge. The discussion of the current theoretical approaches to sociology, the reference to concrete examples as well as scientific contributions will facilitate students in understanding the main dynamics that define new behavioral models.</p>
ASSESSMENT METHODS	<p>Oral test. The oral test consists of an interview, in order to check that the student has skills and knowledge provided by the course; the evaluation is expressed in thirtieths. Applications specifically designed to test the learning outcomes, tend to occur a) the knowledge captured; b) the processing capacity, c) possession of adequate presentation skills.</p> <p>EVALUATION METHODS The result of the test will be considered: EXCELLENT (30-30 cum laude) if the student will show excellent knowledge of the topics, excellent property of language, good analytical capacity, and the ability to apply the acquired knowledge. VERY GOOD (26-29) if the student shows good mastery of the subject, full property of language and the ability to apply the acquired knowledge; GOOD (24-25) if the student will show to have basic knowledge of the main topics, fairly good property of language, limited ability to independently apply the acquired knowledge; MORE THAN SUFFICIENT (20-23) if the student will show not to have full mastery of the main arguments but a good understanding of the same, satisfactory property of language, lack of ability to independently apply the knowledge acquired; SUFFICIENT (18-19) where the student will show minimum basic knowledge of the main teaching and technical language issues, minimum ability to apply the knowledge acquired; INSUFFICIENT if the student does not have an acceptable knowledge of the contents of the topics covered in the teaching.</p>
EDUCATIONAL OBJECTIVES	<p>The course will be developed within 48 hours and aims to give students the knowledge and skills needed to understand the main dynamics affecting the cultural and communication processes. The most relevant topics for the sociologist will be treated in accordance with the curriculum. Objective of the course is also the acquisition of knowledge and skills about the cultural processes triggered by the the media in contemporary society by following the main theoretical approaches. The attention will be particularly directed to the acquisition of knowledge and skills about the concept of "cultural meaning", with particular reference to the cultural construction of social problems as well as' the dynamics of production, distribution and reception of culture.</p>

TEACHING METHODS	Lectures
SUGGESTED BIBLIOGRAPHY	Sciolla, L. (2007) Sociologia dei processi culturali, Il Mulino, Bologna (capitoli I, II, VII). Wendy Griswold (2004), Sociologia della cultura, Il Mulino, Bologna. Gianni Notari (a cura di) (2010), Cultura in svendita, FrancoAngeli, Milano.

SYLLABUS

Hrs	Frontal teaching
2	The concept of culture
2	Dimensions and parts of culture
4	Main theoretical approaches
4	The cultural Diamond
4	The cultural meaning
4	Culture as a social creation
2	Production, distribution and reception of culture
6	The cultural construction of social problems
6	Culture and organizations
4	Culture in a networked world
2	Social representations
4	The process of transfer, preservation and cultural change
2	The cultural associationism
2	Summary of lectures