



# UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società		
ACADEMIC YEAR	2018/2019		
MASTER'S DEGREE (MSC)	PUBLIC AND BUSINESS COMMUNICATION AND ADVERTISING		
INTEGRATED COURSE	BRAND SEMIOTICS AND ADVERTISING SPOT TECHNIQUES		
CODE	19896		
MODULES	Yes		
NUMBER OF MODULES	2		
SCIENTIFIC SECTOR(S)	SPS/08, M-FIL/05		
HEAD PROFESSOR(S)	MANGANO DARIO	Professore Ordinario	Univ. di PALERMO
OTHER PROFESSOR(S)	MANGANO DARIO	Professore Ordinario	Univ. di PALERMO
CREDITS	15		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	2		
TERM (SEMESTER)	2° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	<b>MANGANO DARIO</b> Thursday 11:00 13:30 viale delle Scienze ed. 15, terzo piano, stanza 303		

PREREQUISITES	Prerequisites correspond with those required to access to the Corso di Laurea, a good competence in spoken and written Italian and in general culture. It is strongly recommended a basic skill in generative semiotics.
LEARNING OUTCOMES	<p><b>MODULO 1 – Brand Semiotics</b></p> <p><b>Abilities to apply knowledge and understanding</b> Students will learn how to manage the semiotic functioning of the communication processes that public and private companies need to face in order to promote their products by applying semiotic methodology to real case studies. Students will also have the chance to develop structured reasoning on the semiotic processes involved in several communication artifacts which are now used in advertising (from static advertising to viral videos and social network campaigns) . Semiotic instruments useful to strategically drive creative processes involved in the development of new communicative products will also be provided.</p> <p><b>Knowledge and understanding abilities</b> The main goal of the course is knowing and being able to expose the fundamental theories and models concerning the functioning of meaning production processes related to advertising. The course will help students to develop analytic skills and critical awareness in order to manage all the aspects concerning the functioning of communicative processes involved in advertising. During the course great attention will be paid to the evolution of advertising artifact, languages and strategies due to the spread of the Internet and the new technologies</p> <p><b>Judgment autonomy</b> The main goal of the course is to develop students' ability to recognize, comprehend, and control the meaning production processes involved in the advertising discourse.</p> <p><b>Communication</b> The students' communicative skills will be stimulated presenting and discussing together with the teacher case studies regarding the themes of the class. Students will learn how to develop the ability to present with a good command of language and scientific precision, pointing out the semiotical aspects of advertising, both to a professional and non-professional public.</p> <p><b>Learning skills</b> The students will learn how to keep themselves up-to-date within the scientific sector. With the skills acquired in the class they will also be able to attend masters and specialized seminars in the field of advertising.</p> <p><b>MODULO 2 – Tecniche di creazione dello spot pubblicitario</b></p> <p><b>Knowledge and understanding abilities</b> Knowing and understanding the main instruments and the creative, technical and technologic solutions used to create and produce commercials and viral video.</p> <p><b>Abilities to apply knowledge and understanding</b> Ability to produce a creative idea. Commanding the narrative structure of a commercial and the main solution for filming and editing videos.</p> <p><b>Judgment autonomy</b> Ability to evaluate both ex ante and ex post the efficacy of the narrative structure of a commercial in constructing and promoting the brand image.</p> <p><b>Communication</b> Ability to describe with the appropriate language and instruments a creative strategy to an audience of both professional and non professional people.</p> <p><b>Learning skills</b> Students will learn how to improve their knowledge by exploring and analysing archives containing commercials and pictures. They will also learn to integrate in productive structures like production firms, communication agencies, advertising divisions of companies, URP of public authorities.</p>
ASSESSMENT METHODS	<p><b>Oral exam</b> The main purpose of the oral exam is to verify the notions and skills acquired during the lessons. The exam will be based on three questions at least. Such questions are thought to test the learning objectives and will concern: a) the notions presented during the course, b) the ability to elaborate such notions and apply them to specific examples, c) the expressive ability of the student. The highest vote is obtained if in all these three aspects the student shows excellent abilities. It is important to underline the importance of mastering the language of</p>

	<p>the discipline, that consists in using a correct terminology but also in the ability to articulate lines of reasoning in a clear and complete way.</p> <p>Marks:</p> <p>30/30 s/he expresses herself/himself with extremely clear and effective language, excellent knowledge of the course subjects, good analytical and problem solving skills;</p> <p>26-29 s/he expresses herself/himself with clear and effective language, good knowledge of the course subjects, fine analytical and problem solving skills;</p> <p>24-25 s/he expresses herself/himself properly, has basic knowledge of the course subjects and acceptable problem solving skills;</p> <p>21-23 imperfect knowledge of the course subjects, low analytical and problem solving skills;</p> <p>18-20 minimal knowledge of the course subjects;</p>
<b>TEACHING METHODS</b>	Lectures and esercitazioni

## MODULE ADVERTISING SPOT TECHNIQUE

### SUGGESTED BIBLIOGRAPHY

- C. Bianchi, 2005, Spot. Analisi semiotica dell'audiovisivo pubblicitario, Carocci

- A. De Micheli, L. Oddo, 2007, La fabbrica degli spot. Il making of del film pubblicitario, Lupetti

Approfondimenti:

- Nenna E., 2012, La Coppia creativa sono in quattro, Lupetti, Bologna

- Caiazza D. - Febbraio A. - Lisiero U., 2012, Viral Video, Lupetti, Bologna

- Pallera M., 2012, Create!, Sperling & Kupfer, Milano

Dispense e case history a cura del docente sui temi:

- comunicazione integrata,
- pianificazione pubblicitaria dei commercial
- luce e fotografia
- viral

<b>AMBIT</b>	50504-Discipline sociali, informatiche e dei linguaggi
<b>INDIVIDUAL STUDY (Hrs)</b>	110
<b>COURSE ACTIVITY (Hrs)</b>	40

### EDUCATIONAL OBJECTIVES OF THE MODULE

The course's aim is to make the students acquire all the skill to understand how TV advertising influenced the purchases of Italians from Sixties to the web 2.0 era.

The language of spots from Carosello to viral will be analyzed focusing on the communication strategies and the techniques for conceive and realize commercials.

The role of the components of the working team (account, art director, copy writer, director, screenwriter, photography director) will be analyzed, as well as the process of creation of an advertising concept, looking at the relations between the marketing needs, the budget, the context and the media plan.

## SYLLABUS

Hrs	Frontal teaching
4	Integrated communications: actors of designing process
4	Marketing and communication strategies of the most popular commercial: from Carosello to Viral
4	Socio-semiotic analysis of the most important commercial and viral video
6	Ideation and representation of a commercial (narrative path, screenwriting, script, story board, shooting board)
6	Producing a commercial: customer, advertising agency, production firm, location, lights, filming equipment, actors and testimonials
6	Post production: editing techniques, animation, special effects, voice over, music, sound design
4	Main planning strategies for commercial, the evolution of the market of media

## MODULE BRAND SEMIOTICS

*Prof. DARIO MANGANO*

### SUGGESTED BIBLIOGRAPHY

- G. Marrone, Il discorso di marca, Laterza
- D. Mangano, Che cos'è la semiotica della fotografia, Carocci
- D. Mangano, Ikea e altre semiosfere, Mimesis (capp. 1, 5, 6, 7, 8, 9, 10)
- J. Lotman, Semiotica del cinema e lineamenti di cine-estetica, Mimesis

Per la parte applicativa del corso:

- D. Cassani, Manuale del montaggio. Tecnica dell'editing nella comunicazione cinematografica e audiovisiva, Utet

Altre letture consigliate ma non obbligatorie sono:

- F. Casetti, F. Di Chio, Analisi del film, Bompiani (non in stampa)
- L. Malavasi, Il linguaggio del cinema, Pearson
- G. Rodolino, D. Tomasi, Manuale del film, Utet

Gli studenti che non abbiano conoscenze pregresse di Semiotica generale potranno integrare la propria preparazione con un manuale introduttivo come

- G. Marrone, Basi di semiotica del testo, Laterza

Per approfondire le basi epistemologiche della disciplina:

- G. Marrone, Prima lezione di semiotica, Laterza
- P. Fabbri, D. Mangano, La competenza semiotica, Carocci

Va precisato che il libro di G. Marrone, "Il discorso di marca", è comunque un valido compendio delle nozioni generali di semiotica, sebbene applicate al discorso di marca.

Il programma potrà essere integrato con delle dispense che saranno distribuite a fine corso.

I testi potranno subire variazioni in base a novità editoriali non prevedibili al momento della stesura della scheda di trasparenza.

<b>AMBIT</b>	50504-Discipline sociali, informatiche e dei linguaggi
<b>INDIVIDUAL STUDY (Hrs)</b>	165
<b>COURSE ACTIVITY (Hrs)</b>	60

### EDUCATIONAL OBJECTIVES OF THE MODULE

The course will provide a wide and complete overview of all the theories, models and instruments in the field of Semiotics useful to understanding and explaining the functioning of brand communication, with special regards to contemporary and ITC based forms of promotion. The course will provide students with a complete overview of the main points around which the debate about meaning production processes into human sciences revolves, helping them to be prepared to manage communication processes in public and private companies aimed to promote not only products but also values with various audiences and targets. The course will demonstrate that Semiotics can be used not only ex post to analyse various advertising artifacts, but also ex ante, in order to strategically design them to maximize their efficacy. Two "special parts" of the course will be dedicated one to photography and the other to video, this because of the importance of visual languages in contemporary communication. The course will provide not only theoretical notions useful to understand and analyse visual texts, but also knowledges useful to create pictures and videos taking care of directing and editing them.

## SYLLABUS

Hrs	Frontal teaching
3	Advertising in the Internet Age. How digital media are changing advertising. From advertising to brand design
6	Fundamentals of Brand Semiotics. Differences and contaminations between social discourses: fashion, television, journalism, advertising, politics, space. Methods to orient in understanding and analyzing meaning production processes that characterize societies.
4	What a brand is. Semiotics of branding. Modern and postmodern brand. From the possible world to brand discourse. The pathway of brand. Levels of pertinence of brand analyzing: thematic, narrative, discursive, textual.
3	Contemporary marketing: products and subjectivity. Communication and identity construction in the Internet era. From experiential advertising to existential advertising.
3	Sensorial engagement: bodies and passions as meaning dimensions. Forms of life.
3	The digital picture. Instagram, Facebook, Flickr etc. how advertising uses pictures and new media
8	Videos as instruments of communication. Semiotics of Cinema. Viral communication.
6	Semiotics of photography
Hrs	Practice
14	Design, direction and making of a video. Camera, lights, sound, story, timing etc.
10	Video editing with Blackmagic Davinci Resolve