



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2019/2020
MASTER'S DEGREE (MSC)	COMMUNICATION OF CULTURAL HERITAGE
SUBJECT	PHILOSOPHY OF COMMUNICATION
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50654-Discipline socio-economiche, storico-politiche e cognitive
CODE	00375
SCIENTIFIC SECTOR(S)	M-FIL/01
HEAD PROFESSOR(S)	CALDARONE ROSARIA Professore Ordinario Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	6
INDIVIDUAL STUDY (Hrs)	110
COURSE ACTIVITY (Hrs)	40
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	2
TERM (SEMESTER)	1° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	CALDARONE ROSARIA Tuesday 09:00 11:00 Stanza docente, III piano ed. 12

DOCENTE: Prof.ssa ROSARIA CALDARONE

PREREQUISITES	Required is basic knowledge of the History of Philosophy, with particular attention to the modern and contemporary philosophy.
LEARNING OUTCOMES	ECTS credits for this course are awarded to students who: Knowledge and understanding: • have demonstrated knowledge and understanding that allow to elaborate or apply original ideas; Applying knowledge and understanding: • can apply their knowledge and understanding, and problem solving abilities in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study; Making judgements: • have the ability to integrate knowledge and handle complexity, and formulate judgements with incomplete or limited information, but that include reflecting on social and ethical responsibilities linked to the application of their knowledge and judgements; • have the learning skills to allow them to continue to study in a manner that may be largely self-directed or autonomous. Communication: • can communicate their conclusions, and the knowledge and rationale underpinning these, to specialist and nonspecialist audiences clearly and unambiguously
ASSESSMENT METHODS	Final assessment: oral exam. The oral assessment is a viva in which knowledge and skills in the field of study are going to be tested. Final notes go from 18 to 30 points. The student is required to answer at least 2 or 3 oral questions regarding the whole program of study with reference to the suggested books. Questions shall assess a) Knowledge and understanding b) cognitive and practical skills c) ability to communicate; d) making judgements. Note European Qualifications Framework 30 - 30 cum laude a) advanced knowledge of a field of work or study, involving a critical understanding of theories and principles b) advanced skills, demonstrating mastery and innovation, required to solve complex and unpredictable problems in a specialised field of work or study c) fully adequate use of specialized language d) take responsibility for managing and innovate the study field 26 29 a) comprehensive, specialised knowledge within a field of work or study and an awareness of the boundaries of that knowledge b) a comprehensive range of cognitive and practical skills required to develop creative solutions to abstract problems c) comprehensive use of specialized language d) exercise management and supervision in contexts of work or study activities 22 25 a) knowledge of facts, principles, processes and general concepts, in a field of work or study. b) basic skills required to accomplish tasks and *solve problems by selecting and applying basic methods, tools, materials and information c) basic capacity to use specialized language d) basic capacity to take responsibility for completion of tasks in work or study 18-21 a) basic general knowledge b) basic skills required to carry out simple tasks c) basic capacity to communicate relevant informations d) basic capacity to take responsibility for completion of tasks in work or study.
EDUCATIONAL OBJECTIVES	Aim of the course titled "The art of persuading" is to help the student, also in relation to the training objectives of the degree Course, to focus his attention on the form of the philosophical text, not only on his content. The Pascal's reflection will serve as a guide to approach the relationship between heart, reason, will, habit, which is the basis of persuasion. Furthermore, this allows to the student to isolate the communicative aspect in every type of text in order to understand the intention that is associated with it and include it within the overall intention of the text.
TEACHING METHODS	Frontal teaching; guided discussion on the proposed texts. Non-attending students can contact the teacher via e-mail for any changes to the program.
SUGGESTED BIBLIOGRAPHY	B. Pascal, Frammenti, testo francese a fronte, a cura di E. Balmas, BUR 2016. B. Pascal, Sullo spirito geometrico o sull'arte di persuadere, in Opuscoli e Lettere, a cura di G. Auletta, Paoline, 1961. J. Laporte, Il cuore e la ragione secondo Pascal, Morcelliana, 2018.

SYLLABUS

Hrs	Frontal teaching
3	Presentation of the Course
3	Pascal e la filosofia
3	Pascal critic of philosophy
6	Heart and Reason in Pascal
3	The will
3	The desire to be loved
3	Geometry and finesse
6	Art of persuading
3	The soul in Descartes and Pascal
6	Lecture and Commentary of Pascal's Thoughts
3	Critical Assessment