



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società		
ACADEMIC YEAR	2020/2021		
BACHELOR'S DEGREE (BSC)	MASS MEDIA AND INSTITUTIONAL COMMUNICATION SCIENCES		
INTEGRATED COURSE	SEMIOTICS AND COMMUNICATION AND VISUAL DESIGN PROFESSIONAL WORKSHOP - INTEGRATED COURSE		
CODE	20303		
MODULES	Yes		
NUMBER OF MODULES	2		
SCIENTIFIC SECTOR(S)	M-FIL/05		
HEAD PROFESSOR(S)	MANGANO DARIO	Professore Ordinario	Univ. di PALERMO
OTHER PROFESSOR(S)	LI MULI DANILO	Professore a contratto	Univ. di PALERMO
	MIGNANO VALENTINA	Ricercatore a tempo determinato	Univ. di PALERMO
	MONTEROSSO FRANCESCO	Ricercatore a tempo determinato	Univ. di PALERMO
	MANGANO DARIO	Professore Ordinario	Univ. di PALERMO
CREDITS	12		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	1		
TERM (SEMESTER)	2° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	<p>MANGANO DARIO Thursday 11:00 13:30 viale delle Scienze ed. 15, terzo piano, stanza 303</p> <p>MIGNANO VALENTINA Thursday 10:00 12:00 Il ricevimento avverrà online sulla piattaforma Microsoft Teams. Per concordare un appuntamento gli studenti devono inviare una mail alla docente al seguente indirizzo: valentina.mignano@unipa.it. Grazie</p> <p>MONTEROSSO FRANCESCO Monday 15:00 17:00 Teams/Aule a disposizione</p>		

PREREQUISITES	Prerequisites correspond with those required to access to the Corso di Laurea: a good competence in spoken and written Italian and a good level in general culture.
LEARNING OUTCOMES	<p>Knowledge and understanding abilities</p> <p>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 several communicative artifacts. 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 several different artifacts (literature, journalism, advertising etc.) and media (newspaper, television, the Internet etc.). Students will also acquire basic skills related to public communication, advertising and, more in general, traditional and ITC-based communication. The following topics will be specifically addressed: the fundamentals of structural semiotics (from sign to languages, from code to text) and of sociosemiotics (discourse, translation between languages and media).</p> <p>Learn the fundamental notions about computer based elaboration of pictures and the basic principles of graphic design.</p> <p>Abilities to apply knowledge and understanding</p> <p>Students will learn how to manage the semiotic functioning of the communication processes that public and private companies need to face 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. Semiotic instruments useful to strategically drive creative processes involved in the development of new communicative products will also be provided.</p> <p>Being able to create graphic projects using vectorial and bitmap softwares.</p> <p>Judgment autonomy</p> <p>The main goal of the course is to develop students' ability to recognize, comprehend, and control the meaning production processes involved in several cultural products.</p> <p>Acquire sensitivity for graphic composition</p> <p>Communication</p> <p>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 communication, both to a professional and non-professional public.</p> <p>Being able to illustrate and motivate graphic design choices</p> <p>Learning skills</p> <p>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 communication.</p> <p>Ability to integrate technical skills about graphic softwares</p>
ASSESSMENT METHODS	<p>The evaluation of Semiotics module will be based on a written exam – a multiple choice test – about the general part of the class, and an oral exam regarding the applications. Those who will not pass the written exam will not be able to take the oral one.</p> <p>The evaluation of the Professional Laboratory of Visual Design will be based on a project of a visual artifacts that will be due before the examination day.</p> <p>Every correct answer of the 31 questions of the written exam will have a value of 1 point, uncorrect answers and missing answers will be 0 point.</p> <p>30 e 30 e lode: excellent knowledge of the discipline, excellent ability to elaborate notions and applying them to examples, excellent expressive ability. The student show an excellent knowledge of theories and is able to use models and instruments to solve all the problems and question proposed by the teacher</p> <p>26-29: good knowledge of the discipline, good ability to elaborate notions and applying them to examples, good expressive ability. The student shows a good knowledge of theories, models and instruments.</p>

	<p>24-25: basic knowledge of the discipline, basic ability to elaborate notions and sufficient ability to apply them to examples, basic expressive ability. The student shows a basic knowledge of theories, models and instruments.</p> <p>21-23: sufficient knowledge of the discipline, sufficient ability to elaborate notions but poor ability to apply them to examples. Basic expressive ability.</p> <p>18-20: minimum knowledge of the discipline, minimum ability to elaborate notions and applying them to examples, poor expressive ability. The student is unable to apply the theories and models studied.</p> <p>UNSUFFICIENT: the student doesn't show a sufficient knowledge of the discipline</p> <p>A midterm exam will be proposed according to the guidelines given by the Advisory Board of the University Program.</p> <p>Such assessment methods may be revised depending on the evolution of Covid-19 pandemic. Any change will be communicated as soon as possible to the students</p>
TEACHING METHODS	Lectures

MODULE SEMIOTICS

Prof. DARIO MANGANO

SUGGESTED BIBLIOGRAPHY

- P. Fabbri, D. Mangano, a cura di, La competenza semiotica, Carocci
- G. Marrone, Prima lezione di semiotica, Laterza
- D. Mangano, Ikea e altre semiosfere. Laboratorio di sociosemiotica, Mimesis
- D. Mangano, Che cos'è la semiotica della fotografia, Carocci

Ove il testo D. Mangano, Ikea e altre semiosfere. Laboratorio di sociosemiotica, Mimesis non risultasse disponibile per l'inizio dei corsi verrà sostituito con

- G. Marrone, Corpi sociali, Einaudi

AMBIT	50088-Discipline semiotiche, linguistiche e informatiche
INDIVIDUAL STUDY (Hrs)	165
COURSE ACTIVITY (Hrs)	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 understand and explain the functioning of several communication phenomena. Such notions will be applied to several conventional communication products, from journalism to advertising, from politics to television, but also to less conventional ones like architecture, fashion or enogastronomy, that seems to work as languages. 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 with various audiences and targets. The course will demonstrate that Semiotics can be used not only ex post to analyse various communicative artifacts, but also ex ante, in order to strategically design them to maximize their efficacy. Particular attention will be paid to semiotics of photography

SYLLABUS

Hrs	Frontal teaching
3	Introduction to the course. Signs according to Peirce and Saussure. Index, symbol and icon. Language, langue and parole
3	Saussure and semiotics. The parole circuit. The sign's arbitrary and linearity. Identity and value of the sign. Structuralism. Sintagma and paradigm.
3	Barthes and fashion signs. Costume and clothing. The semiotic method applied to fashion: segmentation, classification, rearticulation. Fonetics and fonology: Jakobson and linguistic traits.
3	Hjelmslev's quadripartition. Non conformity between a language's planes.
3	Semisymbolism, connotation, denotation, metalanguage. Propp and narratology. Propp's 31 functions.
3	From Propp's 31 functions to narrative schema: journey in the structures of narration.
3	The concept of myth in Lévi-Strauss. Oedipus. Elements of narrative grammar (Greimas)
3	The semiotic square.
3	Advertising utopias: Eco and Barthes. Values and valorizations.
3	Enunciation: subjects and languages. Textual analysis: the three beginnings of The name of the rose by U. Eco.
3	From public opinion to politic body. Semiotics and political discourse. Landowski's model of politic participation.
3	Visual semiotics: theories and methods. Plastic and figurative.
3	Semiotic analysis of non figurative art.: Kandisky's Composition IV. Figural, figurative and iconic.
3	Introduction to analysis of passions. Barthes and the fragments of a lover's discourse. Passions from individual impulse to social phenomenon. The passion's components. Analysis of nostalgia (Greimas).
3	The canonical path of passions. Semiotics of space.
3	Aesthetics and aesthesis: a semiotic perspective. The semiotic grasp. Examples from Proust and Calvino. The semiosphere. The concept of text for Greimas and Lotman.
12	Semiotics of photography. From Aesthetics to Semiotics: signs, texts, discourses and bodies.

MODULE COOMUNICATION AND VISUAL DESIGN - PROFESSIONAL WORKSHOP

Prof. FRANCESCO MONTEROSSO - Lettere A-E, - Lettere A-E

SUGGESTED BIBLIOGRAPHY

- Il nuovo manuale di tecniche pubblicitarie. Il senso e il valore della pubblicità di Marco Lombardi- Franco Angeli editore
- Dispense sui temi della comunicazione integrata e dell'iter creativo a cura del docente.
- Neuro Web Design. L'inconscio ci guida neo web. - Susan M. Weinscheink - Apogeo

AMBIT	10846-Altre conoscenze utili per l'inserimento nel mondo del lavoro
INDIVIDUAL STUDY (Hrs)	45
COURSE ACTIVITY (Hrs)	30

EDUCATIONAL OBJECTIVES OF THE MODULE

Knowledge and understanding skills At the end of the course, the student will know and understand the creative solutions useful for conceiving and producing advertising communication. It will acquire the tools suitable for the design of objective and non-objective products and systems that fully carry out their practical and aesthetic functions, which are easy to use, which cost little, that are able to bring the desired benefits to the users interacting with them And that they are eco-compatible. Ability to apply knowledge and understanding The course will give students specific knowledge and skills, from a cultural, methodological and instrumental point of view. It will provide the necessary criteria for defining the project: developing the creative aspect and the organizational technical aspect. The course will also enable the efficient organization of students to reach the goal by making the most of available resources through structured group and group interventions to activate individuals' individual potentials and to tune in to each other. Judgment autonomy In the course, the student will acquire the basic tools to identify, analyze and define the different aspects of an industrial product: typological, morphological, structural, material, techno-productive, economic, socio-cultural, communicative, etc. It will be able to experiment with innovative design solutions in line with the main issues of the contemporary design culture such as environmental sustainability, energy saving, new technologies and new materials. Communication skills The student will acquire the ability to develop and communicate a project. It will be able to highlight problems related to the preparation and processing of a concept. She will be able to create elaborate technical, presentation of the design work also through multimedia equipment. Learning ability The organization of the course, through theoretical lessons, practical activities, workshops, will allow students to acquire knowledge and skills to use methodological approaches and design criteria appropriate to the development of new concepts, and promote research and learning pathways autonomous.

The assessment process of student learning outcomes aims at identifying appropriate and functional forms of verification to determine the objectives set as a goal and declined in developed skills, knowledge and abilities. The examination used during the course is the write test through which it is necessary to ascertain the possession of the competences and the disciplinary knowledge of the course. Both the open and semi-structured stimuli, specially built, in relation to the expected learning outcomes are organized so that the student can independently elaborate the response and reflect on the theoretical and methodological study path performed.

Diversification and specialization in the field of Design have led to the development of training proposals characterized by innovation, research and interdisciplinary. The aim of the course will be to provide the students with specific cultural, methodological and instrumental skills and knowledge and the criteria needed to define the project aimed at developing the creative and organizational technical aspects.

Lectures, tutorials and discussion on outcomes through collective interaction mode, laboratory with revision of the different steps of the project.

SYLLABUS

Hrs	Frontal teaching
2	Understanding and implementation of a communication strategy starting from the customer's needs, from his budget, his commercial and / or value objectives.
2	Analysis of the best and worst communication practices in line with the customer's identity, his tone of voice and his objectives.
2	Study of the process of creating an advertising idea starting from the interpretation of the brief.
8	Analysis of the relationship between the marketing needs of the client, the budget, the context and the planning strategy of the advertising spaces.
Hrs	Practice

