



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società		
ACADEMIC YEAR	2020/2021		
MASTER'S DEGREE (MSC)	COMMUNICATION OF CULTURAL HERITAGE		
INTEGRATED COURSE	MEDIA AND COMMUNICATION AESTHETICS AND PROFESSIONAL LAB OF CULTURAL INSTITUTIONS COMMUNICATION - INTEGRATED COURSE		
CODE	20307		
MODULES	Yes		
NUMBER OF MODULES	2		
SCIENTIFIC SECTOR(S)	M-FIL/04		
HEAD PROFESSOR(S)	CRESCIMANNO EMANUELE	Professore Associato	Univ. di PALERMO
OTHER PROFESSOR(S)	GARRUBBO SANTO	Professore a contratto	Univ. di PALERMO
	CRESCIMANNO EMANUELE	Professore Associato	Univ. di PALERMO
CREDITS	9		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	1		
TERM (SEMESTER)	2° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	CRESCIMANNO EMANUELE Wednesday 10:00 12:00 studio 709, ed. 15, settimo piano (previa conferma dell'appuntamento). Altri giorni e orari di ricevimento possono essere concordati via mail GARRUBBO SANTO Thursday 14:00 15:00 Il ricevimento per il "Laboratorio Professionale di Comunicazione delle Istituzioni Culturali" viene fissato individualmente in base agli impegni e alle esigenze dello studente: pertanto e' necessario inviare una mail (santo.garrubbo@unipa.it) per concordarlo luogo e data.		

DOCENTE: Prof. EMANUELE CRESCIMANNO

PREREQUISITES	Basic knowledge of the discipline.
LEARNING OUTCOMES	Students will be able to understand the fundamental issues of the discipline, to use the knowledge gained and to give a critical response to the problems studied.
ASSESSMENT METHODS	Oral examination; assessment of knowledge and mastery of the topics covered; provide independent judgments about the subject content. 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) 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
TEACHING METHODS	Frontal lesson; seminars and study groups organized by students

MODULE
AESTHETICS OF MEDIA AND COMMUNICATION

Prof. EMANUELE CRESCIMANNO

SUGGESTED BIBLIOGRAPHY

Paolo D'Angelo, Tre modi (piu' uno) d'intendere l'estetica, in L. Russo (a cura di), Dopo l'estetica, "Aesthetica Preprint: Supplementa", n. 25, 2010: <http://www.unipa.it/~estetica/download/DopoEstetica.pdf>
Andrea Pinotti, Estetica, visual culture studies, Bildwissenschaft, Studi di estetica, anno XLII, IV serie, 1-2/2014: <http://mimesisedizioni.it/journals/index.php/studi-di-estetica/article/view/143/196>
Michele Cometa, Cultura visuale. Una genealogia, Raffaello Cortina, Milano 2020.
W. J. T. Mitchell, Pictorial Turn. Saggi di cultura visuale, Raffaello Cortina, Milano 2017.

Il docente si riserva la possibilita' di modificare il programma in relazione alle reali esigenze che emergeranno nel confronto con gli studenti all'inizio del corso.

Teacher could modify the program as a result of the discussion with students.

AMBIT	50653-Teorie e tecniche dell'informazione e della comunicazione
INDIVIDUAL STUDY (Hrs)	110
COURSE ACTIVITY (Hrs)	40

EDUCATIONAL OBJECTIVES OF THE MODULE

Ability to approach independently to the course topics.

SYLLABUS

Hrs	Frontal teaching
2	Introduction to the course
4	Introduction to the discipline
4	Contemporary aesthetics
4	Aesthetics and visual culture
4	Visual culture studies
4	Images and representations
4	Aesthetics and media
4	Media and devices
5	The power of images
5	Images and technologies

MODULE
CULTURAL INSTITUTIONS COMMUNICATION - PROFESSIONAL WORKSHOP

Prof. SANTO GARRUBBO

SUGGESTED BIBLIOGRAPHY

Paolo D'Angelo, Tre modi (piu' uno) d'intendere l'estetica, in L. Russo (a cura di), Dopo l'estetica, "Aesthetica Preprint: Supplementa", n. 25, 2010: <http://www.unipa.it/~estetica/download/DopoEstetica.pdf>
 Richard Shusterman, Back to the Future: Aesthetics Today, The Nordic Journal of Aesthetics No. 43 (2012), pp. 104-124: <http://ojs.statsbiblioteket.dk/index.php/nja/article/view/7500>
 Andrea Pinotti, Antonio Somaini, Cultura visuale. Immagini sguardi media dispositivi, Einaudi, Torino 2016.
 Andrea Pinotti, Estetica, visual culture studies, Bildwissenschaft, Studi di estetica, anno XLII, IV serie, 1-2/2014: <http://mimesisedizioni.it/journals/index.php/studi-di-estetica/article/view/143/196>
 W. J. T. Mitchell, Pictorial Turn. Saggi di cultura visuale, Raffaello Cortina, Milano 2017.
 W. J. T. Mitchell, Scienza delle immagini. Iconologia, cultura visuale ed estetica dei media, Johan & Levi, Milano 2018.

Il docente si riserva la possibilita' di modificare il programma in relazione alle reali esigenze che emergeranno nel confronto con gli studenti all'inizio del corso.

Teacher could modify the program as a result of the discussion with students.

AMBIT	21443-Altre conoscenze utili per l'inserimento nel mondo del lavoro
INDIVIDUAL STUDY (Hrs)	45
COURSE ACTIVITY (Hrs)	30
EDUCATIONAL OBJECTIVES OF THE MODULE	
Ability to approach independently to the course topics.	

SYLLABUS

Hrs	Frontal teaching
2	Introduction to the course
4	Introduction to the discipline
4	Contemporary aesthetics
4	Aesthetics and visual culture
4	Visual culture studies
4	Images and representations
4	Aesthetics and media
4	Media and devices
5	The power of images
5	Images and technologies