



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2021/2022
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)	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	MANGANO DARIO 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 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
- G. Marrone, Corpi sociali, Einaudi
- D. Mangano, Che cos'è la semiotica della fotografia, Carocci

AMBIT	50088-Discipline semiotiche, linguistiche e informatiche
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INDIVIDUAL STUDY (Hrs)	165
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COURSE ACTIVITY (Hrs)	60
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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. Langage, langue and parole
3	Saussure and semiotics. The parole circuit. The sign's arbitrary and linearity. Identity and value of the sign. Structuralism. Sintagm 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.