



# UNIVERSITÀ DEGLI STUDI DI PALERMO

<b>DEPARTMENT</b>	Culture e società
<b>ACADEMIC YEAR</b>	2022/2023
<b>BACHELOR'S DEGREE (BSC)</b>	MASS MEDIA AND INSTITUTIONAL COMMUNICATION SCIENCES
<b>SUBJECT</b>	SEMIOTICS OF MEDIA
<b>TYPE OF EDUCATIONAL ACTIVITY</b>	A
<b>AMBIT</b>	50088-Discipline semiotiche, linguistiche e informatiche
<b>CODE</b>	19066
<b>SCIENTIFIC SECTOR(S)</b>	M-FIL/05
<b>HEAD PROFESSOR(S)</b>	MARRONE GIOVANNI      Professore Ordinario      Univ. di PALERMO
<b>OTHER PROFESSOR(S)</b>	
<b>CREDITS</b>	6
<b>INDIVIDUAL STUDY (Hrs)</b>	110
<b>COURSE ACTIVITY (Hrs)</b>	40
<b>PROPAEDEUTICAL SUBJECTS</b>	
<b>MUTUALIZATION</b>	SEMIOTICS OF MEDIA - Corso: COMMUNICATION SCIENCES FOR CULTURES AND ARTS SEMIOTICS OF MEDIA - Corso: SCIENZE DELLA COMUNICAZIONE PER LE CULTURE E LE ARTI
<b>YEAR</b>	3
<b>TERM (SEMESTER)</b>	2° semester
<b>ATTENDANCE</b>	Not mandatory
<b>EVALUATION</b>	Out of 30
<b>TEACHER OFFICE HOURS</b>	<b>MARRONE GIOVANNI</b> Thursday    11:00    13:00    edificio 15, stanza 307 Friday       11:00    13:00    edificio 15, stanza 307

<b>PREREQUISITES</b>	The prerequisites are those required to access to the Corso di Laurea: a good competence in spoken and written Italian and in general culture.
<b>LEARNING OUTCOMES</b>	<p>Knowledge and understanding abilities Knowing and being able to expose the fundamental theories and models concerning the functioning of meaning production processes in the human sciences. The following topics will be addressed: the fundamentals of structural semiotics (from sign to languages, from code to text) and of sociosemiotics (discourse, translation between languages and media). Special attention will be paid to artistic and aesthetical processes of communications, also related to branding.</p> <p>Abilities to apply knowledge and understanding Students will have the chance to develop structured reasoning on the semiotic processes involved in several strategic communication artifacts (from advertising to journalism, from space to visuality)</p> <p>Judgment autonomy 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 in order to analyse or design them.</p> <p>Communication 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>Learning skills 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>
<b>ASSESSMENT METHODS</b>	<p>Oral exam The oral exam will involve a dynamic, interactive discussion to ascertain the student's possession of the knowledge and skills meant to be acquired by attending the course. A minimum of three questions will be asked, and these will be specially designed to test the learning outcomes, with particular attention to:</p> <p>a) the knowledge acquired, b) the student's ability to apply the discipline's knowledge and methodology to specific cases, c) the ability to express concepts and ideas in a clear and accurate manner, making an appropriate use of the discipline's terminology. The highest mark will be obtained if the student demonstrates excellence in all three of these areas. The following grading system will be used:</p> <p>30 and 30 cum laude: excellent knowledge of the course topics; excellent speaking abilities; good analytical abilities; the student is able to apply the knowledge acquired to specific cases.</p> <p>26-29: good mastery of the course subjects; good speaking skills; the student is able to apply the knowledge acquired to specific cases.</p> <p>24-25: basic knowledge of the main course topics; adequate speaking skills; limited ability to independently apply the knowledge acquired to specific cases.</p> <p>21-23: the student does not have full command of the main topics of the course but he/she has acquired some of the knowledge required; acceptable speaking skills; poor ability to independently apply the knowledge acquired.</p> <p>18-20: minimal knowledge of the main topics of the course and of the technical language; very little or no ability to independently apply the knowledge acquired.</p> <p>Failed: the student does not have an acceptable knowledge of the contents of the topics covered in the course.</p>
<b>EDUCATIONAL OBJECTIVES</b>	<p>The course will provide a wide and complete overview of all the theories, models and instruments useful to analyse contemporary society communication processes, with particular regards to the relation between communication and internationalization and to written texts and other media.</p> <p>An overview of the main semiotic models and categories useful for understanding and explaining several communication phenomena will be provided. The course will focus on the textual approach to artistic and aesthetical communication that characterizes semiotics. Afterwards the course will be focused on some specific arts and their relations with media: the problem of branding, food, urban space.</p>
<b>TEACHING METHODS</b>	Frontal lessons. In order to deepen the topics of the course and stimulating students to acquire the ability to apply knowledge and to understand, they will be asked to present (individually or in groups) case studies from the media world.
<b>SUGGESTED BIBLIOGRAPHY</b>	<ul style="list-style-type: none"><li>• U. Eco, Scritti sulla televisione, La nave di Teseo</li><li>• G. Marrone, dispense (on line sul sito studente)</li><li>• G. Marrone e A. Giannitrapani, Forme della serialità, Museo Pasqualino</li></ul>

## SYLLABUS

Hrs	Frontal teaching
6	semiotic models
6	semiotics of arts
6	brand semiotics
6	urban spaces semiotics
6	food semiotics
6	text and discourse
4	generative trajectory of meaning
6	old and new media
6	press and tv journalism
6	advertising
2	competence and expertise