



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Umanistiche		
ACADEMIC YEAR	2023/2024		
MASTER'S DEGREE (MSC)	DIGITAL HUMANITIES FOR CULTURAL INDUSTRY		
SUBJECT	LANGUAGES AND COMMUNICATION IN THE DIGITAL ERA		
TYPE OF EDUCATIONAL ACTIVITY	C		
AMBIT	20953-Attività Formative Affini o Integrative		
CODE	22783		
SCIENTIFIC SECTOR(S)	M-FIL/05		
HEAD PROFESSOR(S)	LA MANTIA FRANCESCO	Professore Associato	Univ. di PALERMO
OTHER PROFESSOR(S)			
CREDITS	6		
INDIVIDUAL STUDY (Hrs)	120		
COURSE ACTIVITY (Hrs)	30		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	2		
TERM (SEMESTER)	2° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	LA MANTIA FRANCESCO Friday 15:00 19:00 Edificio 12, 4 piano.		

DOCENTE: Prof. FRANCESCO LA MANTIA

PREREQUISITES	Required is a basic knowledge of a foreign language: English or French.
LEARNING OUTCOMES	ECTS credits for this course are awarded to students who: Knowledge and understanding: •have demonstrated knowledge and understanding that is founded upon and extends and/or enhances that typically associated with the first cycle, and that provides a basis or opportunity for originality in developing and/or applying ideas, often within a research context; 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 oral assessment: The oral assessment is a viva in which knowledge and skills in the field of study are going to be tested. Final pass marks go from 18 to 30 points cum laude. 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	The class aims to provide the student with an up-to-date account of the main issues in New Media Semiotics
TEACHING METHODS	The course structure is organized as follows: - n. 30 video-lectures: each video-lecture includes the associated slides and a written handout listing the core bibliographic sources, and a self-assessment test consisting of 3 multiple-choice (or true/false) questions. - n. 1 case-studies/web-forum oriented to discuss and debate a specific topic relevant in semiotics of new media (peer-learning organized in threads). - n. 1 project works related to the participatory and interactive development of a case-study by the students with the support of the instructor.
SUGGESTED BIBLIOGRAPHY	Giovanna Cosenza, Introduzione alla Semiotica dei Nuovi Media, Roma-Bari Laterza

SYLLABUS

Hrs	Frontal teaching
2	General Introduction
6	What is Semiotics of New Media?
3	What is a digital text?
7	What is a Digital Text?
12	Conclusions: Towards a Semiotics of Digital Texts
Hrs	Frontal interactive teaching for distance courses
10	Insights: semiotics in the web
2	Interactive semiotics: the digital text