



# UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Agrarie, Alimentari e Forestali		
ACADEMIC YEAR	2023/2024		
BACHELOR'S DEGREE (BSC)	GASTRONOMIC SCIENCE		
SUBJECT	FOOD SEMIOTICS		
TYPE OF EDUCATIONAL ACTIVITY	B		
AMBIT	70196-Scienze storiche, filosofiche e linguistiche		
CODE	22893		
SCIENTIFIC SECTOR(S)	M-FIL/05		
HEAD PROFESSOR(S)	MANGIAPANE FRANCESCO	Ricercatore a tempo determinato	Univ. di PALERMO
OTHER PROFESSOR(S)			
CREDITS	6		
INDIVIDUAL STUDY (Hrs)	90		
COURSE ACTIVITY (Hrs)	60		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	3		
TERM (SEMESTER)	2° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	MANGIAPANE FRANCESCO Wednesday 9:00    12:00    Campus di Viale delle Scienze, Palermo - Edificio 15, Stanza 305 (terzo piano)		

**DOCENTE:** Prof. FRANCESCO MANGIAPANE

<b>PREREQUISITES</b>	None
<b>LEARNING OUTCOMES</b>	Knowledge and understanding abilities Knowing and being able to expose the fundamental theories and models concerning the functioning of meaning production processes related to food, with particular regards to the Semiotics of food cultures and of alimentary practices. Abilities to apply knowledge and understanding Students will have the chance to develop structured reasoning on the semiotic processes involved in the constitution of cultures and in particular to nutrition and cuisine. They will also learn how to formulate analyses and create strategic plans to reorient the social processes concerning the world of gastronomy Judgment autonomy The main goal of the course is to develop students' ability to recognize, comprehend, and control the cultural change processes related to gastronomy using Semiotics. 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 cultural production and reproduction of food and cuisine. 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 food communication.
<b>ASSESSMENT METHODS</b>	Oral exams - The oral exam consists of five or six questions concerning the course subjects; it aims to ascertain the student's knowledge of the course subjects, how appropriately s/he expresses her/himself, and her/his problem solving abilities. Marks: 30/30 e lode s/he expresses herself/himself with extremely clear and effective language, excellent knowledge of the course subjects, good analytical and problem solving skills; 26-29 s/he expresses herself/himself with clear and effective language, good knowledge of the course subjects, fine analytical and problem solving skills; 24-25 s/he expresses herself/himself properly, has basic knowledge of the course subjects and acceptable problem solving skills; 21-23 imperfect knowledge of the course subjects, low analytical and problem solving skills; 18-20 minimal knowledge of the course subjects;
<b>EDUCATIONAL OBJECTIVES</b>	The course will address the problem of the media representation of food, exploring it from the point of view of print publishing, food and wine journalism, advertising, television, cinema, digital media, restaurants, diets, objects. Secondly, it will face the problem of food as a language, proposing the analysis of some iconic dishes of the Italian and Sicilian tradition, including saffron risotto, caponata, sardines a beccafico, Sicilian rolls. Finally, the course will offer an in-depth study of the problem of the inheritance of food, addressing the relationship between nature and culture, the rhetoric of organic and that of winemaking narratives in the cinema.
<b>TEACHING METHODS</b>	lectures, laboratories
<b>SUGGESTED BIBLIOGRAPHY</b>	G. Marrone (a cura di), Buono da pensare, Carocci F. Mangiapane, L'invenzione della cucina nordica, disponibile in dispensa F. Mangiapane, Cinema e politiche del vino, disponibile in dispensa F. Mangiapane, Strategie e traduzioni in cucina: la caponata. G. Marrone, Destini della patria. Arti e tecniche del risotto dorato. Disponibile in dispensa. G. Marrone, Finzioni gastronomiche e astuti ripieni: sarde a beccafico. Disponibile in dispensa. G. Marrone, Una congiura degli uguali: involtini & friends. Disponibile in dispensa.

## SYLLABUS

Hrs	Frontal teaching
2	Presentation of the Course. Media, Communication, Semiotics
2	Food Language
4	Semiotic Analysis of cookbooks and recipes
3	Semiotic Analysis of Gastronomic Guides
4	Food Advertising
4	Tv programs focussing food
4	Food and New Media
2	Tools and Objects for cooking
2	Spaces of consumption: from restaurants to street food
2	Cinema and food. Presentation
2	The invention of the Nordic Cuisine
2	Wine heritage in movies. Presentation
2	Saffron risotto
4	Caponata
3	Sardines a beccafico and Sicilian rolls

Hrs	Practice
6	Wine heritage in movies. Exercises

Hrs	Workshops
6	Food Advertising. Exercises
6	Cinema and Food. Exercises