



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società
ACADEMIC YEAR	2023/2024
BACHELOR'S DEGREE (BSC)	COMMUNICATION SCIENCES
INTEGRATED COURSE	TEXTUAL PRODUCTION WORKSHOP
CODE	23072
MODULES	Yes
NUMBER OF MODULES	2
SCIENTIFIC SECTOR(S)	M-FIL/05, M-GGR/01
HEAD PROFESSOR(S)	MARRONE GIOVANNI Professore Ordinario Univ. di PALERMO
OTHER PROFESSOR(S)	MARRONE GIOVANNI Professore Ordinario Univ. di PALERMO MESCHIARI MATTEO Professore Associato Univ. di PALERMO
CREDITS	10
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	1
TERM (SEMESTER)	Annual
ATTENDANCE	Mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	MARRONE GIOVANNI Thursday 11:00 13:00 edificio 15, stanza 307 Friday 11:00 13:00 edificio 15, stanza 307 MESCHIARI MATTEO Wednesday 11:00 13:00 il ricevimento si effettua previa prenotazione via mail (matteo.meschiari@unipa.it) presso Dipartimento "Culture e Società", Edificio 2, Viale delle Scienze, primo piano.

PREREQUISITES	The prerequisites are those required to access to this Course: a good competence in spoken and written Italian and in general culture.
LEARNING OUTCOMES	<p>Knowledge and comprehension skills Know and be able to critically expound on the main issues involved in reading and producing a text, whether written, oral, visual, audiovisual, musical etc. Get involved in the production of these textual genres.</p> <p>Ability to apply knowledge and understanding Ability to structure organic reflection on semiotic processes involved in various communicative artifacts (from advertising communication, journalism, spatial organizations to visuality) for textual production with strategic intent.</p> <p>Autonomy of judgment Recognize, understand, and eventually design the communicative aspects involved in a wide range of forms of textuality.</p> <p>Communication skills Ability to illustrate with propriety of language and scientific precision, including through autonomous and/or group forms of presentation, issues related to aspects of written and visual communication in a variety of fields even to a non-expert audience.</p> <p>Learning ability Ability to keep up to date by consulting scientific publications proper to the field. Ability to follow, using the knowledge acquired in the course, both second-level master's degrees, in-depth courses and specialized seminars in the field of communication.</p>
ASSESSMENT METHODS	<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: 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>
TEACHING METHODS	Lectures mixed with collective readings or viewings, analysis of texts. The lab will regularly challenge students with elaboration of texts of various kinds, which will be collectively examined

MODULE MODULE 1

Prof. GIOVANNI MARRONE

SUGGESTED BIBLIOGRAPHY

Calvino, Lezioni americane, Mondadori
 Pontiggia, Pert scrivere bene imparate a nuotare, Mondadori
 Pontiggia, Dentro la sera, Beleville
 Altri testi verranno letti e discussi nel corso del laboratorio

AMBIT	10679-Attività formative affini o integrative
INDIVIDUAL STUDY (Hrs)	75
COURSE ACTIVITY (Hrs)	50

EDUCATIONAL OBJECTIVES OF THE MODULE

Acquire a good competence in knowing how to read, analyze, understand a text, in its deep structures of narrative type, and superficial structures of verbal, visual, audiovisual etc. Competence necessary to acquire, then, that of knowing how to write, shoot, film, compose in a literarily efficient and communicatively edfficacious way

SYLLABUS

Hrs	Frontal teaching
2	What is a text, what does it look like
Hrs	Practice
4	Collective reading of a text by I. Calvino, comments, analysis, interpretation
Hrs	Workshops
4	How to read (look, listen...) a text, how to reconstruct its communicative structures
6	Reading of a literary text, analysis and interpretation. rewriting exercises
6	Reading of a journalistic text, analysis and interpretation. rewriting exercises
4	Reading an image, understanding its strategic functions (photography)
6	Reading an image, understanding its strategic functions (advertising)
6	Viewing a picture and verbal description exercises (ekphrasis)
6	Viewing a audiovisual text and verbal description exercises (ekphrasis)
6	Reading of a literary text, translation into a journalistic one, with pictures and video

MODULE MODULE 2

Prof. MATTEO MESCHIARI

SUGGESTED BIBLIOGRAPHY

Amitav Ghosh, La grande cecità, Neri Pozza.
(altri materiali testuali verranno forniti durante il laboratorio)

AMBIT	10679-Attività formative affini o integrative
INDIVIDUAL STUDY (Hrs)	75
COURSE ACTIVITY (Hrs)	50

EDUCATIONAL OBJECTIVES OF THE MODULE

The environment, the context, the space of the action are essential elements in the production of a text. Each text is made up of an implicit or explicit geography, which regulates the narrative direction and the understanding of the facts. This aspect, often considered marginal, performs an indispensable function. The objective of the laboratory is to develop tools for reading space to produce written spaces, with particular attention to environmental changes in the Anthropocene.

SYLLABUS

Hrs	Frontal teaching
6	Space, place, landscape: writing the Earth
Hrs	Practice
6	Collective reading of a text by I. Calvino: "Palomar"
Hrs	Workshops
6	How to read a Landscape, how to build a written landscape
6	Reading of a literary text: "Verso la certosa" by C.E. Gadda
6	Reading of a journalistic text: "By Line" by E. Hemingway
6	Reading an image: the ethnographic maps
6	Reading an Iconotext: D. Buzzati and others
6	Verbal description exercises: the estrangement in P.P. Pasolini and others
6	Writing on Anthropocene, Collapse and Apocalypse: Climate Fiction
6	Writing on Anthropocene, Collapse and Apocalypse: SF and Fantasy