

LINGUAGGI E STRATEGIE PUBBLICITARIE

Prof.ssa Francesca Arienzo

e-mail: francescaarienzo@hotmail.com

degree course: L12-CI/17

degree class: L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: L-ART/06

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Mauro Ferraresi, *Pubblicità: teorie e tecniche*, Carocci editore, Roma, 2021, 386
2. (A) Vanni Codeluppi, *Leggere la pubblicità*, Carocci editore, Roma, 2021, p. 191
3. (A) Francesca Arienzo e Paola Costanza Papakristo, *Sarò brief*, Europa edizioni, Roma, 2016, p. 190

aims:

Develop knowledge in the field of advertising languages and strategies, to be able to understand new communication processes both in the planning and implementation phases.

prerequisites:

There are no particular, previous prerequisites necessary to take part in the Course

content:

1. Definitions and history of advertising
2. Construction of a communication message. Creativity in advertising
3. Different languages of advertising
4. Advertising agency
5. Brief, the elaboration of a communication strategy
6. Communication strategies in the digital age
7. Classification of the media. Transmedial communication
8. Evolution of the brand and the consumer.
9. Project work: students will prepare a document that describes the construction phases and the implementation of a communication campaign

MARKETING

Prof. Giacomo Gistri

e-mail: giacomo.gistri@unimc.it

degree course: L12-CI/17

degree class: L-20

total hours of tuition: 60

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: SECS-P/08

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Kotler P.; Armstrong G.; Ancarani F.; Costabile M., *Principi di Marketing* 17° edizione, Pearson, Milano, 2019, 1-12
2. (C) Blythe J., Cedrola E., Martin J., *Fondamenti di marketing - sesta edizione*, Pearson, Milano, 2017,
3. (C) Molteni, L. Troilo, G., *Ricerche di marketing. Metodologie e tecniche per le decisioni strategiche e operative di marketing*, Egea, Milano, 2012,
4. (C) Franco Amatori e Andrea Colli, *Storia d'impresa. Complessità e comparazioni.*, Pearson, Milano, 2022,

aims:

The main objective of the course is to give to the students the basic knowledge of marketing issues.

prerequisites:

(none)

content:

Introduction to the marketing field

Strategic planning and marketing management

Consumer and organization purchase behaviour

Marketing research

Segmentation and positioning

Marketing strategy

The marketing mix model: product (brand), price, placement and promotion

Service marketing

International marketing

The marketing plan

METODOLOGIA DELLA RICERCA SOCIALE

Prof.ssa Alessia Bertolazzi

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degree course: L12-CI/17

degree class: L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: SPS/07

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Corbetta P., *Metodologia e tecniche della ricerca sociale*, Il Mulino, Bologna, 2014, Tutti i capitoli, ad esclusione del capitolo 4

aims:

Knowledge and understanding of basic methods and techniques applied in social research

prerequisites:

None

content:

8 CFU

- Paradigms of social research
- The phases of the methodological cycle of social research
- Types of social research: qualitative and quantitative
- Quantitative research by questionnaire
- How to create a questionnaire
- Techniques of sampling
- Scaling techniques
- Notes on statistical analysis: univariate, bivariate
- Secondary analysis of data
- Qualitative research technique: interview, participant observation

6 CFU

Excluded arguments: scaling technique; univariate and bivariate analysis, secondary analysis

SOCIOLOGIA DEL LAVORO

Prof. Emmanuele Pavolini

e-mail: emmanuele.pavolini@unimc.it

degree course: L12-CI/17 **degree class:** L-20 **logistic sharing:** classe L-36

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: SPS/09

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Trigilia Carlo, *Sociologia economica. Volume II*, Il Mulino, Bologna, 2009,
2. (A) Costanzo Ranci ed Emmanuele Pavolini, *Le politiche di welfare*, Il Mulino, Bologna, 2014, intero volume
3. (A) Reyneri Emilio e Pintaldi Federica, *Dieci domande sul mercato del lavoro in crisi*, Il Mulino, Bologna, 2013,

aims:

The course will introduce students to the main theories, concepts and empirical analysis in economic sociology, labour market sociology and welfare state studies.

prerequisites:

It is useful to take the course "Laboratorio di analisi dei dati per le scienze politiche, economiche e sociali"

content:

The course provides the foundation for understanding the functioning of the capitalist system, the labour market and the main welfare policies.

ESTETICA

Prof. Filippo Focosi

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degree course: L12-CM/17

degree class: L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: M-FIL/04

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Paolo D'Angelo, *Estetica*, Laterza, Roma-Bari, 2011, capitoli da 1 a 8; 12
2. (A) Nigel Warburton, *La questione dell'arte*, Einaudi, Torino, 2004,
3. (A) Jerrold Levinson, *Arte, critica e storia. Saggi di estetica analitica*, Aesthetica, Palermo, 2011, capitoli da 1 a 4

aims:

Giving students the theoretical tools in order to correctly make classifications and evaluations within the artistic realm and to understand the ontological distinctness and complexity of artworks, intended as cultural artefacts.

prerequisites:

No specific prerequisites are requested

content:

We'll retrace the history of aesthetics and we'll try to address issues of great relevance and modernity, such as those regarding: 1) the role of sensibility and reasoning in aesthetic judgments 2) The nature of aesthetic properties and the rules of art criticism; 3) The definition of art. As regards the latter issue, we'll highlight the most important theories of art offered throughout the twentieth century, and we'll delve into the thought of the American philosopher Jerrold Levinson, who gave interesting insights concerning the relationship between art, historicity, and interpretation.

FORME DELLA COMUNICAZIONE LETTERARIA

Prof. Andrea raffaele Rondini

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degree course: L12-CM/17

degree class: L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: L-FIL-LET/11

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) A. Rondini, *Dall'utopia alla crisi. La narrativa italiana contemporanea e le nuove tecnologie*, Carocci, Roma, 2020,
2. (A) S. Rooney, *Parlarne tra amici*, Einaudi, Torino, 2019,

aims:

The course aims to analyze the articulated relationships between literature and sentimental relationship between women through the study of the works of contemporary writers

prerequisites:

Prerequisites are not in demand.

content:

S. Rooney, *Parlarne tra amici*, Torino, Einaudi, 2019, 4 cfu

A. Rondini, *Dall'utopia alla crisi. La narrativa italiana contemporanea e le nuove tecnologie*, Carocci, 2020, 4 cfu

Literature and communication:

Literature, media and storytelling

Literary ecosystem

Literary series

Reader's involvement

Media universe

Contemporary novel and non binary culture

Contemporary novel and sentimental relationship between women

Literature and convergence culture

Frequenting/non frequenting students

8 cfu

LINGUISTICA DEI MEDIA

Prof.ssa Francesca Chiusaroli

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degree course: L12-CM/17

degree class: L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: L-LIN/01

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Giuliana Fiorentino, *La lingua nella comunicazione*, Mondadori education, Milano, 2020, 310
2. (A) Sergio Lubello (a cura di), *Homo scribens 2.0. Scritture ibride della modernità*, Cesati, Firenze, 2019, 200
3. (A) Massimo Arcangeli, *Breve storia di Twitter*, Castelvechi, Roma, 2016, 176

aims:

Students will acquire basic training that will enable them to recognize and analyze characters and genres of media communication, with particular regard to the social networks.

prerequisites:

L-19, L-20 classes: Knowledge of pragmatics and communication analysis.

LM-38 class: the course is for second level students.

content:

Writing and social networks. The course aims to offer an overview of writing practices in digital environments, with particular regard to the writing of social networks: slang varieties and stylistic registers will be analysed as peculiar examples and case studies (from Facebook, Instagram, Twitter).

SEMIOLOGIA DEL CINEMA E DEGLI AUDIOVISIVI

Prof. Anton giulio Mancino

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degree course: L12-CM/17

degree class: L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: L-ART/06

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Pino Donaggio, Anton Giulio Mancino, *Come sinfonia*, Baldini+Castoldi, Milano, 2022, 1-430
2. (A) Giovanni Fago, Paolo Albiero, *Il cinéfago. Vita, incontri, avventure lungo sessant'anni di grande cinema e... altro*, Piemme, Varazze (SV), 2022, 1-240

aims:

Students will develop orientation skills and prompt critical and constructive interaction in the variegated contemporary panorama of audiovisual media and genres on the basis of historical, literary and musical knowledge.

prerequisites:

Basic knowledge of the language of audiovisual media and ability to connect and explain fluently the concepts.

content:

The course aims to make the semiological, analytical and interpretative path agile through two case studies of figures from the world of cinema and entertainment who tell and tell each other between internal perspective and external reading. The number of pages of the book to be studied also corresponds to the number of CFUs and points to be assigned during the exam: approximately 50 pages for each CFU.

STORIA DELLE ISTITUZIONI POLITICHE

Prof. Ronald Car

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degree course: L12-CM/17

degree class: L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: SPS/03

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Adriano Prosperi, Paolo Viola, *Storia moderna e contemporanea 2: Dalla rivoluzione inglese alla rivoluzione francese*, Einaudi, Torino, 2000, pp. 236-442
2. (A) Augusto Barbera, Carlo Fusaro, *Il governo delle democrazie*, il mulino, Bologna, 2009,
3. (A) Pierluigi Allotti, *La libertà di stampa Dal XVI secolo a oggi*, il Mulino, Bologna, 2020,

aims:

Learning the concrete development of the channels of democratic participation, reconstructing their formation both in the institutions of the state and in civil society.

prerequisites:

Basic knowledge of modern and contemporary history and public law

content:

Evolution of the democratic channels both in the institutions of the state (birth of the parliaments, extension of the right to vote, affirmation of the confidence between the government and the voters), and in society (the emergence of public opinion, political communication channels, participation from below through political parties and movements, civic associations and pressure groups). In particular, we will investigate the moments of greater innovation and impact in Europe from the eighteenth to the twentieth century, namely:

- parliamentarianism and public opinion in England between the 18th and 19th centuries;
- French Revolution;
- Germany from the German Confederation to the aftermath of WWII.

TEORIA E MODELLI DEI PROCESSI FORMATIVI

Prof. Andrea Cegolon

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degree course: L12-CM/17

degree class: L-20

total hours of tuition: 60

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: M-PED/01

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Cegolon, A., *Il valore educativo del capitale umano*, Franco Angeli, Milano, 2012, pp. 1-178
2. (A) Cegolon, A., *Oltre la disoccupazione. Per una nuova pedagogia del lavoro.*, Edizioni Studium, Roma, 2019, pp. 1-2020
3. (C) Heckman, J.J. Kautz, T., *Formazione e valutazione del capitale umano*, Il Mulino, Bologna, 2016,
4. (A) Nosari, S, *Capire l'educazione. Lessico, contesti, scenari*, Mondadori Università, Milano, 2013, 1-50

aims:

The course aims to:

- provide the education framework
- present the causes of youth employment/unemployment
- propose a new idea of work and possible future scenarios
- analyze the human capital theories

prerequisites:

no prerequisite

content:

THE FIRST PART (2 CFU):

- The global trends shaping education
- The concepts of education and training

THE SECOND PART (3 CFU):

- Knowledge economy
- Human capital theories and the Chicago school
- The rate of return to education
- Credentialism and educational inflation
- The relationship between education and economic growth
- Determinants of human capital accumulation
- Non-cognitive skills

THE THIRD PART (3 CFU):

- The technological-IT transformation of work
- The remote causes of youth unemployment/inactivity
- The spirit of capitalism and its transformations
- Work pedagogy to boost youth employment
- A new idea of work
- Basic education and work
- Learning a job

COMUNICAZIONE DI MASSA E MEDIA DIGITALI

Prof. Tito Vagni

e-mail: tito.vagni@gmail.com

degree course: PDS0-2017

degree class: L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: SPS/08

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Tito Vagni, *Abitare la TV. Teorie, immaginari, reality show*, Franco Angeli, Milano, 2017,
2. (A) Jay David Bolter, *Plenitudine digitale*, Minimum Fax, Roma, 2020,
3. (A) Davide Bennato, Manolo Farci, Giovanni Fiorentino, *Dizionario mediologico della Guerra in Ucraina*, Guerini e Associati, Milano, 2022,
4. (C) Alberto Abruzzese, Paolo Mancini, *Sociologie della comunicazione*, La Terza, Roma-Bari, 2011,
5. (C) Antonio Rafele, *The Carousel. Storia dell'esposizione di sé*, Guerini e Associati, Milano, 2022,

aims:

The course aims to introduce the student to mediological and cultural theories.

prerequisites:

No

content:

- 1) The Metropolitan Experience; The Media Industry (3 CFU)
- 2) Mass Culture; The Television Culture; The Network Society; The Platforming Process (3 CFU)
- 3) Theories and Practices of War Communication (2 CFU)

COMUNICAZIONE E LINGUAGGIO POLITICO

Prof.ssa Valentina Polci

e-mail: v.polci@unimc.it

degree course: PDS0-2017

degree class: L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: SPS/04

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Gianpietro Mazzoleni (a cura di), *Introduzione alla comunicazione politica*, Il Mulino, Bologna, 2021, pp. 13-245
2. (A) Sara Bentivegna Giovanni Boccia Artieri, *Voci della democrazia. Il futuro del dibattito pubblico*, Il Mulino, Bologna, 2021, capp. 1, 2, Epilogo
3. (A) Giovanna Cosenza, *Semiotica e comunicazione politica*, Editori Laterza, Roma-Bari, 2018, pagg. 1-100
4. (C) Donatella Della Porta, *Movimenti sociali e partecipazione politica*, Fondazione Giangiacomo Feltrinelli, Milano, 2019, 1-74

aims:

To know the principles of political communication and digital communication; to outline the development of communicative phenomena linked to all the protagonists of politics; to identify and analyze some case studies

prerequisites:

Knowing the basic principles of communication and the political system

content:

This course analyzes the connection between communicative phenomena and new forms of political representation through themes and languages that characterize the democracy of information and disinformation. It will study changes in political language over the years, particularly due to the development of social media, storytelling, and increasing personalization within parties and movements. The impact that the communicative strategies of political actors have on political participation, voting, and the construction of the (post)public sphere will be explored. A particular focus will be on the language of hostility and the incivility of public debate. The analysis of case studies will be proposed

DEVIANZA CONTROLLO SOCIALE E COMUNICAZIONE

Prof.ssa Maria letizia Zanier

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degree course: PDS0-2017

degree class: L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: SPS/12

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Vincenzo Ferrari, *Lineamenti di sociologia del diritto*, Laterza, Roma-Bari, 2004, Cap. 4
2. (A) Franco Prina, *Devianza e criminalità. Concetti, metodi di ricerca, cause, politiche*, Carocci editore, Roma, 2019, tutto
3. (A) Marcus Felson, Mary A. Eckert, *Crimine e vita quotidiana. Un'introduzione*, Franco Angeli, Milano, 2020, Cap. 4 e Cap. 10

aims:

To know general issues concerning the relationship between the regulatory dimension, deviance and social control also with reference to some important trends of social change connected to communication.

prerequisites:

Knowledge of the basic concepts covered in the course of Sociology would be desirable.

content:

The course aims to thematize fundamental issues of sociology of deviance taking in account the classical theoretical perspectives; the public representation of deviant phenomena and the effects of communication on the production and governance of deviance are also presented and discussed.

Deviance, crime and social control are addressed in the framework of research contributions and experiences of control policies in the light of important processes of social change in contemporary society.

DIRITTO DELL'INFORMAZIONE E DELLA COMUNICAZIONE

Prof. Simone Calzolaio

e-mail: simone.calzolaio@unimc.it

degree course: PDS0-2017 **degree class:** L-20

total hours of tuition: 30

European Credit Transfer and Accumulation System (ECTS): 6

Discipline Scientific Sector: IUS/08

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) G. Gardini, *Le regole dell'informazione. Verso la Gigabit Society*, Giappichelli, Torino, 2021, pp. 1-464
2. (C) S. Calzolaio, B. Malaisi, *Co.re.com. Nuove funzioni e ruolo istituzionale*, EUM, Macerata, 2011, pp. 1-350
3. (A) R. Zaccaria, A. Valastro, E. Albanesi, *Diritto dell'informazione e della comunicazione*, Cedam, Padova, 2021, capp. I-XVII
4. (A) S. Sica, V. Zeno-Zencovich, *Diritto dell'informazione e della comunicazione*, Cedam, Padova, 2019, 1-566
5. (A) P. Caretti, A. Cardone, *Diritto dell'informazione e della comunicazione nell'era della convergenza tecnologica*, Il Mulino, Bologna, 2019, pp. 320

aims:

Knowledge of the main themes of information and communication law

prerequisites:

Basic knowledge of Italian public law

content:

Constitutional frame of information and communication law; the regulations concerning the freedom of press and other media, privacy, advertising law; governance of media. Legal order, data economy and impact on business conduct.

FONDAMENTI DI POLITICA ECONOMICA

Prof. Enzo Valentini

e-mail: enzo.valentini@unimc.it

degree course: PDS0-2017 **degree class:** L-20 **logistic sharing:** classe L-36

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: SECS-P/02

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Marelli, Signorelli, *Politica Economica*, Giappichelli, Torino, 2022,

aims:

Objective: The students will acquire a thorough understanding of the functioning of economic policy instruments available to public authorities.

prerequisites:

Basics of Microeconomics and Macroeconomics

content:

1. Macroeconomic models
2. Theory of economic policy
3. Categories of economic policies
4. Keynesian economic policies
5. Public intervention in the economy: theories and empirical evidence
6. Unemployment
7. Monetarists and stabilization policies
8. Inflation
9. Rational expectations, credibility of economic policies
10. Monetary policy
11. Fiscal policy
12. Macroeconomic policies in an open economy
13. Growth and development in the world
14. Globalization and trade policies
15. EU integration
16. Maastricht
17. The EU and the crisis
18. ECB
19. From the Stability Pact to the Next Generation
20. The structural problems of the Italian economy

INFORMATICA PER LA COMUNICAZIONE

Prof. Emanuele Frontoni

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degree course: PDS0-2017 **degree class:** L-20

total hours of tuition: 60

European Credit Transfer and Accumulation System (ECTS): 9

Discipline Scientific Sector: ING-INF/05

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Marco Lazzari, *INFORMATICA UMANISTICA 3/ED*, McGraw-Hill, Milano, 2021,

aims:

The course aims to provide the theoretical basis for understanding the methods of digital data representation, finishing the student with an introduction to Python programming and digital technologies for communication.

prerequisites:

None

content:

- Introduction to computer science and hardware architectures
- Operating systems and application software
- Representation and coding of data
- Introduction to Programming in Python
- From networks to the Internet
- Participatory systems: Web 2.0 and social networks
- Introduction to Web 3.0 and Extended Reality
- Introduction to Artificial Intelligence

ISTITUZIONI DI DIRITTO PUBBLICO

Prof. Simone Calzolaio

e-mail: simone.calzolaio@unimc.it

degree course: PDS0-2017 **degree class:** L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: IUS/09

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Mazziotti Di Celso Manlio, Salerno Giulio M., *Istituzioni di diritto pubblico*, Wolters Kluwer Cedam, Padova, 2019, pp. 1-288
2. (A) Andrea Simoncini, Tania Groppi, *Introduzione allo studio del diritto pubblico e delle sue fonti*, Giappichelli, Torino, 2019, pp. 1-400

aims:

Knowledge of the main themes of Italian public law

prerequisites:

(none)

content:

Law, State, constitution - Forms of State and forms of government - Italian Constitution of 1948 - Parliament - President of Republic - National Government - Regional and local autonomies - Public administration -International and European Union Law - Sources of law - Fundamental rights - Judicial guarantees - Constitutional justice

LABORATORIO DI COMUNICAZIONE E ADVERTISING

Prof. Francesco Cardinali

e-mail: francesco@advcreativi.com

degree course: PDS0-2017 **degree class:** L-20

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 4

Discipline Scientific Sector: SECS-P/08

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

(to be specified)

aims:

Knowing a brief history of advertising; understanding the main rules and concepts of the communication and advertising techniques; learning the basic guidelines for the creation of a brand strategy and an advertising campaign.

prerequisites:

Basic knowledge

content:

Showing of some international advertising pages and commercials from all over the world

LABORATORIO DI CREAZIONE DI PRODOTTI AUDIOVISIVI DIGITALI

Prof. Giorgio Cipolletta

e-mail: giorgio.cipolletta@unimc.it

degree course: PDS0-2017 **degree class:** L-20

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 4

Discipline Scientific Sector: SPS/08

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) Barbara Grespi, Luca Malvasi, *Dalla parte delle immagini. Temi di cultura visuale*, McGraW-Hill, Milano, 2022,
2. (A) Bruce Block, *Grammatica delle immagini Vol. 1*, Dino Audino, Roma, 2019,
3. (A) Bruce Block, *Grammatica delle immagini Vol. 1*, Dino Audino, Roma, 2019,

aims:

The aim is to provide students with theoretical and technical skills in relation to the creation of an audiovisual product.

prerequisites:

None

content:

Overview of digital culture and technological developments.

Theory about video and in particular about video art.

Group and individual exercises for the production of audio-video materials through the use of different editing software.

LABORATORIO DI DESIGN E COMUNICAZIONE NELLA CREAZIONE DEL VALORE

Prof.ssa Rosita Pretaroli

e-mail: pretaroli@unimc.it

degree course: PDS0-2017 **degree class:** L-20

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 4

Discipline Scientific Sector: SECS-P/02

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Francesco Trabucco, Paolo Ricci, *Design VS Economia*, Franco Angeli Edizioni, Bologna, 2017,

aims:

knowledge of the relationship between design and value
awareness of the role of design in advanced economies

prerequisites:

None

content:

First part

1. Evolution of the role of design in the economic system
2. The relationship between creativity and value.
3. Quantitative analysis of the value of design

Second part

Exercise on the analysis and quantification of the value of design in national accounting matrices.

LABORATORIO DI FOTOGRAFIA E NUOVE TECNOLOGIE VISUALI

Prof. Leonardo Rinaldesi

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degree course: PDS0-2017 **degree class:** L-20

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 4

Discipline Scientific Sector: L-ART/06

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Quentin Bajac, *Dopo la fotografia. dall'immagine analogica alla rivoluzione digitale*, Contrasto, Roma, 2011,
2. (A) Denis Curti, *Capire la fotografia contemporanea. Guida pratica all'arte del futuro*, Marsilio cartabianca, Venezia, 2020,
3. (C) Graham Clarke, *La fotografia. Una storia culturale e visuale*, Einaudi, Torino, 2009,

aims:

Knowledge of the history, theories and techniques of photography. Critical analysis of photographs.

prerequisites:

None.

content:

History, theories and techniques of photography. The relationship among photography, cinema and the history of art. Case histories.

LABORATORIO DI LINGUAGGIO CINEMATOGRAFICO

Prof. Giorgio Cingolani

e-mail: giorgio.cingolani@unimc.it

degree course: PDS0-2017 **degree class:** L-20

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 4

Discipline Scientific Sector: L-ART/06

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Rondolino Gianni, Tomasi Dario, *Manuale del film. Linguaggio, racconto, analisi.*, Lindau, Torino, 2018, 430
2. (C) Alonge Giaime, *Il cinema. Tecnica e linguaggio. Un'introduzione.*, Kaplan, Torino, 2011, 160

aims:

The students will learn the grammar and syntax of cinematographic language, fundamental knowledge for the production of an audiovisual product and for becoming aware spectators, through the analysis of film sequences,

prerequisites:

None

content:

The course will show what a frame is and what it is composed of; what is meant by editing and all its various possibilities; what role do the sound elements play (noise, dialogue, soundtrack) in this mainly visual language; what role the viewer is called to play in a cinematic narrative. During the lessons film sequences will be analyzed to verify the consequences of the observance of the rules of language but also their conscious transgression. During the course will be held analytical exercises aimed at developing the ability of students to read operationally ways and forms of the film image.

LABORATORIO DI MUSICA E SOUND PER IL CINEMA, LA RADIO E LA TELEVISIONE

Prof. Giorgio Cipolletta

e-mail: giorgio.cipolletta@unimc.it

degree course: PDS0-2017 **degree class:** L-20

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 4

Discipline Scientific Sector: L-ART/06

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Testoni Marco, *Musica e visual media*, Audino Editore, Roma, 2016,
2. (A) G. Rondolino; D.Tomasi, *Manuale del film. Linguaggio, racconto*, UTET, Milano, 2018, Il suono, l'immagine (capitolo IV)
3. (A) Gyorgy Ligeti - Eckhard Roelcke, *Lei sogna a colori?*, Alet edizioni, Padova, 2004, pp. 137-239

aims:

The workshop aims to provide students with critical-historical knowledge and the basic tools for an analysis of the sound-musical aspects of an audiovisual product.

prerequisites:

None

content:

The teaching will present a historical-theoretical overview of sound design accompanied by audiovisual material and the relationship between music and image will be explored.

Basic knowledge on the evolution of the soundtrack will also be provided.

Finally, through practical exercises the student will have the opportunity to individually compose a short soundscape or soundtrack.

LABORATORIO DI PSICOLOGIA DEL LINGUAGGIO E DELLA COMUNICAZIONE

Prof.ssa Ramona Bongelli

e-mail: ramona.bongelli@unimc.it

degree course: PDS0-2017 **degree class:** L-20

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 4

Discipline Scientific Sector: M-PSI/01

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Bongelli Ramona, *Il Territorio dell'Informazione. La gestione epistemica della comunicazione*, Dispensa a cura della docente, Macerata, 2019, tutto

aims:

The course aims to provide tools useful in analyzing the epistemic and evidential aspects of written and oral communication.

prerequisites:

none

content:

Students will be asked to

- 1) analyse Italian written and oral texts to identify the lexical and morphosyntactic markers of Sapere/Certo; Credere/Incerto; Sconosciuto;
- 2) to reflect on the differences between communication based on opinions or on certainties.

LABORATORIO DI TECNOLOGIE PER IL WEB

Prof.ssa Marina Paolanti

e-mail:

degree course: PDS0-2017

degree class: L-20

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 4

Discipline Scientific Sector: ING-INF/05

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

(to be specified)

aims:

The course aims at providing computer knowledge and skills necessary to:

- Interact fruitfully with experts in the Information and Communication Technology (ICT) domain.
- Design applications for Web2.0

prerequisites:

None

content:

- Computer networks, Internet, network services
- Standard web technologies:
- Content on the Web: HTML, XML, XHTML, CSS
- Web design
- Information architecture and design
- Fundamentals of interaction design, page design, usability and guidelines
- User-centred design and evaluation
- Software tools for website development

LABORATORIO IN NARRAZIONI MEDIALI

Prof. Andrea raffaele Rondini

e-mail: andrea.rondini@unimc.it

degree course: PDS0-2017 **degree class:** L-20

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 4

Discipline Scientific Sector: L-FIL-LET/11

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) A. Rondini, *Dall'utopia alla crisi*, Carocci, Roma, 2020,

aims:

The course aims to analyze the relationships between lgbt literature and lgbt cinema

prerequisites:

Prerequisites are not in demand

content:

Literature and communication:

Literature, media and storytelling

Literature and cinema

Literary ecosystem

Literary series

Reader's involvement

Lgbt literature

Lgbt cinema

Literature and convergence culture

A. Rondini, *Dall'utopia alla crisi*, Roma, Carocci, 2020 4cfu

LABORATORIO IN PROGETTAZIONE, ORGANIZZAZIONE E COMUNICAZIONE DI EVENTI

Prof. Michele Spagnuolo

e-mail: michelespagnuolo1981@gmail.com

degree course: PDS0-2017 **degree class:** L-20

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 4

Discipline Scientific Sector: SECS-P/08

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) Umberto Collesei, Francesca Checchinato, Marta Dalle Carbonare, *Gli eventi. Come progettarli e realizzarli*, Franco Angeli, Milano, 2016, 240
2. (C) Sergio Cherubini, Enrico Bonetti, Gennaro Iasevoli, Riccardo Resciniti, *Il valore degli eventi. Valutare ex ante ed ex post gli effetti socio-economici, esperienziali e territoriali*, Franco Angeli, Milano, 2009, 224

aims:

Students at the laboratory will acquire notions that allow them to design, plan, communicate and create an event, fundamental elements for an event manager/project manager.

prerequisites:

Participants in the laboratory must have multidisciplinary knowledge, possess linguistic expression skills, attitude to problem solving, analytical skills and ability to work in groups.

content:

The laboratory will be structured in modules. The first is dedicated to defining an event, identifying its phases and presenting its reference targets, strategies, positioning, concept and marketing. The organizational structure is the protagonist of the second module. Students will examine the needs of the coordination of a project and its phases. In the third module we will analyze the plans that must be prepared and the tools necessary for the effective management of an event. Realization and evaluation of the event will be the core of the fourth module in which the criteria that must be followed by the person managing the event will be proposed. The fifth module will be dedicated to students' project work.

LETTORATO LINGUA FRANCESE

Prof.ssa Sabra Boukelia

A2, PRIMO SEMESTRE

e-mail: sabra.boukelia@unimc.it

degree course: PDS0-2017

degree class: L-20

logistic sharing: classe L-36

total hours of tuition: 60

European Credit Transfer and Accumulation System (ECTS): 0

Discipline Scientific Sector: L-LIN/04

module type: -

semester: n/i

(A)=Adopted, (C)=Recommended textbooks:

(to be specified)

aims:

(to be included)

prerequisites:

(to be included)

content:

(to be included)

LETTORATO LINGUA FRANCESE

Prof.ssa Sabra Boukelia

B1, SECONDO SEMESTRE

e-mail: sabra.boukelia@unimc.it

degree course: PDS0-2017

degree class: L-20

logistic sharing: classe L-36

total hours of tuition: 60

European Credit Transfer and Accumulation System (ECTS): 0

Discipline Scientific Sector: L-LIN/04

module type: -

semester: n/i

(A)=Adopted, (C)=Recommended textbooks:

(to be specified)

aims:

(to be included)

prerequisites:

(to be included)

content:

(to be included)

LETTORATO LINGUA SPAGNOLA

Prof.ssa Cristina loreley Biagini

A2, PRIMO SEMESTRE

e-mail: cristina.biagini@unimc.it

degree course: PDS0-2017 **degree class:** L-20 **logistic sharing:** classe L-36

total hours of tuition: 60

European Credit Transfer and Accumulation System (ECTS): 0

Discipline Scientific Sector: L-LIN/07

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

(to be specified)

aims:

(to be included)

prerequisites:

(to be included)

content:

(to be included)

LETTORATO LINGUA SPAGNOLA

Prof.ssa Cristina loreley Biagini

B1, SECONDO SEMESTRE

e-mail: cristina.biagini@unimc.it

degree course: PDS0-2017

degree class: L-20

logistic sharing: classe L-36

total hours of tuition: 20

European Credit Transfer and Accumulation System (ECTS): 0

Discipline Scientific Sector: L-LIN/07

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

(to be specified)

aims:

(to be included)

prerequisites:

(to be included)

content:

(to be included)

LINGUA E CULTURA FRANCESE

Prof.ssa Mathilde Anquetil

e-mail: mathilde.anquetil@unimc.it

degree course: PDS0-2017 **degree class:** L-20 **logistic sharing:** classe L-36

total hours of tuition: 30

European Credit Transfer and Accumulation System (ECTS): 6

Discipline Scientific Sector: L-LIN/04

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (C) RIEHL Laurence, SOIGNET Michel, *Objectif Diplomatie 1, Le français des relations européennes et internationales (livre + CD)*, Hachette FLE, Paris, 2010, 6 CFU: dossiers 1, 2; 8 CFU: dossiers 1,2,3.
2. (C) PARODI Lidia, VALLACO Marina, *Grammathèque (3e edizione), grammatica contrastiva per Italiani + grammathèque exercices con CD*, CIDEB, Genova, 2010, gli studenti frequentanti possono sostituire questo testo con le dispense del lettorato
3. (C) STEELE Ross, *Civilisation progressive du français 2e édition*, CLE International, Paris, 2017, PER STUDENTI NON FREQUENTANTI di L-20
4. (C) Carmen Saggiomo, *Les mots du droit et de la politique, corso di francese giuridico-politico*, Simone, Napoli, 2015, 1, 2 e 3 parte per studenti non frequentanti di L-36

aims:

The course provides the beginning student the opportunity to develop basic language and cultural skills in French to enter the French and francophone discursive space. B1 Level.

prerequisites:

Communication skills with language training program (lettorato) at University Language Center (CLA):

- 1st semester: CEFR Level A2
- 2nd semester: CEFR Level B1

content:

Studying the French Language to ...

1. join the European multilingualism (6-8 credits)
2. enter the "Francophonie" (6-8 credits)
3. fit into the mobility (6-8 credits)
4. understand more about the nearby country France (8 credits)

LINGUA E CULTURA SPAGNOLA

Prof.ssa Irene Arbusti

e-mail:

degree course: PDS0-2017 **degree class:** L-20 **logistic sharing:** classe L-36

total hours of tuition: 30

European Credit Transfer and Accumulation System (ECTS): 6

Discipline Scientific Sector: L-LIN/07

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Arbusti I., *Miti, simboli e linguaggi del franchismo*, Solfanelli, Chieti, 2020,
2. (A) Morelli G., *La cultura spagnola del Novecento. Storia, letteratura, arti, cinema*, Carocci, Roma, 2021,
3. (A) Francesconi A., *L'ingannevole somiglianza: traduzione e confronto contrastivo spagnolo/italiano*, Solfanelli, Chieti, 2021,
4. (C) Tam L., *Dizionario spagnolo-italiano. Dictionario italiano-español*, Hoepli, Milano, 2010,
5. (C) Carrera Díaz M, Silvestri P., *Entre palabras. Grammatica contrastiva della lingua spagnola*, Loescher, Torino, 2010,

aims:

The aim of the course is to provide students with the necessary tools for a general knowledge of the Spanish language, an adequate communicative level and an in-depth knowledge of Spanish culture and history.

prerequisites:

The students must have excellent skills in Italian language.

content:

Different in-depth analyses of contrastive linguistics will be provided, based on the suggested chapters from the books on the programme "L'ingannevole somiglianza: traduzione e confronto contrastivo spagnolo/italiano". The course also includes cultural, artistic, literary and historical-political insights on the Generation of '98, modernism, the Second Republic, the avant-garde movements, the cinema, the Civil War and Franchism.

LINGUA E CULTURA TEDESCA

Prof. Ottavio Ricci

e-mail:

degree course: PDS0-2017 **degree class:** L-20 **logistic sharing:** classe L-36

total hours of tuition: 30

European Credit Transfer and Accumulation System (ECTS): 6

Discipline Scientific Sector: L-LIN/14

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

(to be specified)

aims:

(to be included)

prerequisites:

(to be included)

content:

(to be included)

LINGUA INGLESE PER LA COMUNICAZIONE

Prof.ssa Janet Lisa Dubbini

e-mail: jeveldi@hotmail.it

degree course: PDS0-2017

degree class: L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: L-LIN/12

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Campbell, R., Clandfield, L., *STUDIO - Pre-intermediate, Student's book*, HELBLING, Italia, 2020,
2. (C) Murphy, R., *English Grammar in Use, Fifth Edition*, Cambridge University Press, Cambridge, 2019,

aims:

The course aims to help students consolidate and enhance their language skills with the aim of reaching a B1 / B1+ level (CEFR).

prerequisites:

The course is meant for students with a pre-intermediate/ intermediate level of proficiency of the English language (CEFR: A2-B1).

content:

The course provides a review of the main English grammar rules, vocabulary and structures to help students improve their communication skills. To this aim, the rules, vocabulary and structures revised will be put into practice in several different contexts, to talk and write about a fictional character, talk about different jobs, write about a business idea, talk about future plans, write the script for a How-To video, talk and write about local tourist attractions, express opinions about social media and the Internet, design and describe a shop, talk about advertisements and create an advertisement, etc.

LINGUA LETTERARIA E LINGUAGGI SETTORIALI

Prof.ssa Giulia Corsalini

e-mail: giulia.corsalini@unimc.it

degree course: PDS0-2017

degree class: L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: L-FIL-LET/10

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Carlo Levi, *Cristo si è fermato a Eboli*, Einaudi, Torino, 2014, 280
2. (A) Goffredo Parise, *L'eleganza è frigida*, Adelphi, Milano, 2008, 1-169
3. (A) Emanuele Trevi, *Sogni e favole*, Ponte alle Grazie, Milano, 2019, 1-218
4. (A) Vittorio Coletti, *Storia dell'italiano letterario*, Einaudi, Torino, 2021, Parte terza. Italiano letterario e lingua comune. 1 La prosa narrativa; Parte quarta. Il XXI secolo. La prosa del romanzo.; In futuro.
5. (C) Loredana Chines-Carlo Varotti, *Che cos'è un testo letterario*, Carocci, Roma, 2015, 1-128
6. (C) Andrea Rondini, *"Autobiocritiche nella Letteratura italiana"*, Bollettino 900, n.1-2, 2013, 1-10
7. (C) Pier Vincenzo Mengaldo, *Storia dell'italiano del Novecento*, il Mulino, Bologna, 2014, 63-84; 121-183
8. (C) Cesare Garboli, *Un uomo pieno di gioia*, minimum fax, Roma, 2021, 1-92

aims:

Knowledge and understanding of the characteristics of the literary text and its relationship with the language of non-fiction and journalism

prerequisites:

Essential knowledge of Italian literature of the Twentieth century

Basic skills of literary analysis

content:

First part (2 credits):

- methods and principles of literary analysis
- forms of hybridization of languages in contemporary fiction

Second part (2 credits)

- narrative and anthropological essay: Carlo Levi, *Cristo si è fermato a Eboli*

Third part (2cfu)

- fiction and journalistic reportage: Goffredo Parise, *L'eleganza è frigida*

Fourth part (2 credits)

- narrative and critical biography: Cesare Garboli, *Un uomo pieno di gioia*; Emanuele Trevi, *Sogni e favole*

MULTIMEDIA DESIGN PER LE DIGITAL HUMANITIES

Prof. Emanuele Frontoni

e-mail: emanuele.frontoni@unimc.it

degree course: PDS0-2017

degree class: L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: ING-INF/05

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

(to be specified)

aims:

The course aims to provide models, technologies and tools aimed at the analysis, evaluation, design and distribution of multimedia applications for the web in the communication sector.

prerequisites:

None.

content:

- Introduction to multimedia systems and web applications.
- Information processing and Markup.
- Languages and techniques for multimedia design in a Web environment.
- XML, HTML and CSS.
- Accessibility and Usability. Validation.
- Semantic Web and application in multimedia design.
- Introduction to JavaScript.
- Content management systems (CMS) and insights on Wordpress.
- Theoretical concepts, solutions and devices for Extended Reality.
- Systems for the design and development of Extended Reality solutions usable in web and mobile environments or through viewers.

PARLARE E SCRIVERE DI SPORT SUL DIGITALE. PROSPETTIVE E TENDENZE DELLA COMUNICAZIONE SPORTIVA POST COVID

Prof. Michele Spagnuolo

e-mail: michelespagnuolo1981@gmail.com

degree course: PDS0-2017

degree class: L-20

total hours of tuition: 2

European Credit Transfer and Accumulation System (ECTS): 1

Discipline Scientific Sector: NN

module type: -

semester: n/i

(A)=Adopted, (C)=Recommended textbooks:

(to be specified)

aims:

(to be included)

prerequisites:

(to be included)

content:

(to be included)

PSICOLOGIA DEL LINGUAGGIO E DELLA COMUNICAZIONE

Prof.ssa Ramona Bongelli

e-mail: ramona.bongelli@unimc.it

degree course: PDS0-2017 **degree class:** L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: M-PSI/01

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Bongelli Ramona, Riccioni Ilaria, *Cosa facciamo con le parole. Modelli di analisi qualitativa delle interazioni verbali*, Franco Angeli, Milano, 2020,
2. (A) Bongelli Ramona, *Sovrapposizioni e interruzioni dialogiche*, Aras, Fano, 2015, 143

aims:

The main objectives of the course are: 1) to achieve knowledge of the main contemporary theories concerning interpersonal (specifically verbal) communication, 2) to be able to analyse verbal communication

prerequisites:

none

content:

The course describes the pragmatic and psychological aspects of verbal communication. Theoretical frameworks: Speech Act Theory; Discourse Analysis, Conversational Analysis and Transactional Analysis.

PSICOLOGIA SOCIALE

Prof.ssa Alessandra Fermani

e-mail: alessandra.fermani@unimc.it

degree course: PDS0-2017 **degree class:** L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: M-PSI/05

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Andrichetto, L, Riva, P., *Psicologia sociale*, Il Mulino, Bologna, 2020, capp. 1, 2, 3, 4, 6, 9, 10, 11, 12, 14

aims:

Know the main theories of social, cultural and environmental psychology.

Define dehumanization processes and intergroup bias

Know the processes related to social influence.

Know the role of social psychology in the digital age

prerequisites:

no

content:

1 Presentation of the programme: Social psychology and social cognition

2 Social influence

3 Self, identity and culture

4 Belonging and social exclusion

5 Prejudices and stereotypes

6 Aggression and processes of de-individuation

7 Social psychology in the digital age

8 History and evolution of environmental psychology

QUESTIONI DI GENERE: ALCUNE DOMANDE DEL PRESENTE

Prof.ssa Alessia Bertolazzi

e-mail: alessia.bertolazzi@unimc.it

degree course: PDS0-2017 **degree class:** L-20

total hours of tuition: 6

European Credit Transfer and Accumulation System (ECTS): 1

Discipline Scientific Sector: SPS/07

module type: -

semester: n/i

(A)=Adopted, (C)=Recommended textbooks:

(to be specified)

aims:

(to be included)

prerequisites:

(to be included)

content:

(to be included)

SEMIOTICA

Prof. Andrea Garbuglia

e-mail: andrea.garbuglia@unimc.it

degree course: PDS0-2017

degree class: L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: M-FIL/05

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Gianfranco Marrone, *Prima lezione di semiotica*, Laterza, Bari-Roma, 2018, (tutto)
2. (C) Umberto Eco, *Trattato di semiotica generale*, Bompiani, Milano, 1975,
3. (C) Umberto Eco, *Semiotica e filosofia del linguaggio*, Einaudi, Torino, 1984,
4. (C) Umberto Eco, *Opera aperta. Forma e indeterminazione nelle poetiche contemporanee*, Bompiani, Milano, 1962,
5. (A) Umberto Eco, *I limiti dell'Interpretazione*, Bompiani, Milano, 1990, (tutto)
6. (C) Roman Jakobson, *Saggi di linguistica generale*, Feltrinelli, Milano, 1966,
7. (C) Marcello La Matina, *Il testo antico - Per una semiotica come filologia integrata*, L'epos, Palermo, 1994,
8. (C) Marcello La Matina, *Cronosensibilità - Una teoria per lo studio filosofico dei linguaggi*, Carocci, Roma, 2004,
9. (C) Carlo Tullio Altan, *Soggetto, simbolo e valore - Per un'ermeneutica antropologica*, Feltrinelli, Milano, 1992,
10. (C) Nelson Goodman, *I linguaggi dell'arte*, Il Saggiatore, Milano, 1976,
11. (C) Nelson Goodman, *Vedere e costruire il mondo*, Laterza, Bari, 1988,
12. (C) Elio Franzini, Marcello La Matina (a cura di), *Nelson Goodman, la filosofia e i linguaggi*, Quodlibet, Macerata, 2007,
13. (C) Giovanni Piana, *Filosofia della musica*, Guerini e Associati, Milano, 1991,
14. (C) Gianna Angelini, *Guida allo studio della Testologia Semiotica. Introduzione al pensiero di J.S. Petöfi*, eum, Macerata, 2013, Capitolo 2 (pp. 43-84)
15. (C) Roland Barthes, *Elementi di semiologia*, Einaudi, Torino, 1966,
16. (A) Origene, *Commento al Cantico dei cantici*, città nuova, Roma, 1976, Libri I e II
17. (C) Umberto Neri (a cura di), *Il Cantico dei cantici. Targum e antiche interpretazioni ebraiche*, città nuova, Roma, 1976,
18. (C) Gianfranco Ravasi, *Il Cantico dei cantici*, EDB, Bologna, 1992,
19. (C) Christos Yannaras, *Variazioni sul Cantico dei cantici*, CENS - INTERLOGOS, Milano - Schio, 1992,
20. (C) Dalmazio Colombo, *Cantico dei cantici*, Queriniana, Brescia, 1985,
21. (C) Guido Ceronetti (a cura di), *Il Cantico dei Cantici*, gli Adelphi, Milano, 1975,
22. (C) Luis Alonso Schökel, *Cantico dei cantici*, PIEMME, Casale Monferrato, 1993,
23. (C) Origene, *Omellie sul Cantico dei cantici*, città nuova, Roma, 1990,
24. (C) Gianfranco Ravasi, *Cantico dei cantici*, Edizioni Paoline, Cinisello Balsamo, 1987,
25. (C) Luigi Perissinotto, *Le vie dell'interpretazione nella filosofia contemporanea*, Laterza, Bari-Roma, 2002,
26. (C) Gino Giometti, *Martin Heidegger. Filosofia della traduzione*, Quodlibet, Macerata, 1995,
27. (A) János Sándor Petöfi, *Scrittura e Interpretazione - Introduzione alla Testologia Semiotica dei testi verbali*, Carocci, Roma, 2004, Capitoli 1, 2, 3, 5

aims:

To provide students with the basic knowledge of the historic evolution of semiotics and with the analytical skills necessary to apply it to the study of multimedial texts.

prerequisites:

None

content:

The course will study the evolution of semiotics theories through centuries, towards a semiotic-textological interpretation of communication and arts. Students will be provided with the basic analytical skills necessary to apply semiotics to the study of multimedial texts. A significant space will be given to the interpretation of the Song of songs.

SOCIOLOGIA

Prof.ssa Alessia Bertolazzi

e-mail: alessia.bertolazzi@unimc.it

degree course: PDS0-2017 **degree class:** L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: SPS/07

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Wallace R.A., Wolf A., *La teoria sociologica contemporanea*, il Mulino, Bologna, 2008, Capp. 2, 3, 4, 5, 6, 7
2. (A) Croteau D., Hoynes W., *Sociologia generale. Temi, concetti, strumenti*, McGraw-Hill, Milano, 2022, Capp. 1, 4, 5, 6, 7, 8, 9, 11

aims:

Knowledge of the basic assumptions of micro and macro-sociological theories

Understanding of basic concepts of sociology

Application of theories and concepts to understand, analyze and interpret social phenomena

prerequisites:

None

content:

Analysis of the basic assumptions of some contemporary sociological theories: functionalism; symbolic interactionism; conflict theory; rational choice theory; other theories about modernization.

Basic concepts: structure, culture, and power as key concepts of sociology; values and norms; social role and identity; social interaction, group, and organization; gender, family and socialization; deviance; ethnicity and migrations; political and economic systems, stratification, social class, global inequalities

SOCIOLOGIA DELLA COMUNICAZIONE

Prof.ssa Valeria Quaglia

e-mail:

degree course: PDS0-2017

degree class: L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: SPS/08

module type: -

semester: I Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) Paccagnella, L., *Sociologia della Comunicazione nell'era digitale*, Il Mulino, Bologna, 2020,
2. (A) Boni, F., *Sociologia della comunicazione interpersonale*, Laterza, Roma-Bari, 2014,

aims:

The course provides students with appropriate knowledge about the sociological study of communication, illustrating the main theoretical concepts and analyzing the communication mechanisms of the different areas of the cultural production.

prerequisites:

None

content:

The course illustrates the processes of interpersonal communication, with particular attention to the work of Erving Goffman, the interaction rituals and the dramaturgical approach; to the ethnomethodological perspective; to the analysis of the conversation and, finally, to the study of language, analyzing how it can be connected to the different dimensions of society and culture and how it can itself be considered a type of social action. Furthermore, the three main areas in which the sociology of communication is articulated will be analyzed: namely, face-to-face communication, communication through traditional mass media and online communication.

STORIA CONTEMPORANEA

Prof. Angelo Ventrone

e-mail: angelo.ventrone@unimc.it

degree course: PDS0-2017 **degree class:** L-20

total hours of tuition: 40

European Credit Transfer and Accumulation System (ECTS): 8

Discipline Scientific Sector: M-STO/04

module type: -

semester: II Semestre

(A)=Adopted, (C)=Recommended textbooks:

1. (A) S. Lupo - A. Ventrone, *L'età contemporanea*, Mondadori, Milano, 2018,
2. (A) A. Ventrone, *La strategia della paura. Eversione e stragismo nell'Italia del Novecento*, Mondadori, Milano, 2019,
3. (A) Wilfried Loth, *Tensioni globali. Una storia politica del mondo 1945-2000*, Einaudi, Torino, 2021,

aims:

The course intends to analyse the specific characteristics of Contemporary History

prerequisites:

Basic knowledge of Contemporary History

content:

The course will analyze the specific characteristics of Contemporary History, the major political ideologies of the last two centuries, the transformation of the State and parties, the political systems of the major European and non-European countries, the social and economic transformations caused by the passage from the rural to the industrial and postindustrial society