

General Information	
Academic subject	Semiotics
Degree course and curriculum	L-12 Languages and Cultures for Tourism and International Mediation
ECTS credits	6
Compulsory attendance	No, see article 4 of the "Course Guidelines" available on the Course webpage.
Course Language	Italian (also English on student request)

Subject teacher	Name Surname	Email address
	Susan PETRILLI	susan.petrilli@gmail.com

ECTS credit details	Academic discipline SSD	Credits
	M-FIL/05	6

Class schedule	
Period	First semester
Year	First year
Type of class	Lectures

Time management	
Hours	6 CFU x 25 = 150
In-class study hours	6 CFU x 8 hours + 48
Out-of-class study hours	Total hours less course = 102 ore

Academic calendar	
Classes begin	1st October 2018
Classes end	21st December 2018

Syllabus	
Prerequisites/requirements	Lessons are open to all students enrolled in the course
Expected learning outcomes (according to Dublin descriptors)	<p><i>Knowledge and understanding</i></p> <p>As a global science of signs, a cognitive science and as "semioethics", that is, a sign science connected to the science of values, semiotics allows for the acquisition of knowledge and understanding of the methodological, critical, linguistic-philosophical and ethical orders. Semiotic shows how semio-linguistic competencies and knowledge relating to storico-cultural context mutually support each other, both internally to the same historical-natural language and in the relation among the different languages, special languages and cultures.</p> <p>To achieve such competencies the student will acquire knowledge and understanding of the language of semiotics and its specific terminology, of the typology of signs and sign systems, of the different spheres of sign activity, of verbal and nonverbal sign functions.</p>

Applying knowledge and understanding

Goals: Ability to make a proper use of semiotic instruments (dictionaries, encyclopaedias, data banks, etc.), including multimedial and multimodal channels, in support of knowledge acquisition processes; to learn how to move in context and according to historico-critical criteria in the panorama of the general problematics relative to cultures and languages.

As theory of interpretation, meaning, significance, sense, semiotics provides instruments, knowledge and competencies for understanding, analyzing and developing texts, oral and written, whether in Italian or in foreign languages. Such competencies are necessary for the elaboration, interpretation, comprehension not only of primary discourse genres, those of ordinary communication, but also of secondary genres, those of artistic-literary texts, as well as texts in critical interpretation.

Learning to identify and interpret signs and texts specific to a given territory – historical-geographical signs, anthropological, sociological and artistic signs – will enable the student to frame linguistic skills and issues connected with intercultural mediation in a broad perspective, characteristic of global semiotics, and to operate in international and multicultural directions. Moreover, semiotic competence critically aware of the relationship between sign and ideology will provide the basic knowledge necessary for a better understanding and management of communication and interlinguistic mediation in the context of commercial exchanges, productive and entrepreneurial exchanges, intercultural encounter, international relations as much as in the sphere of tourism.

Acquisition of an interpretive method and of corresponding instruments, adequate and updated, enable the student to extend acquired skills to new fields with respect to specific academic disciplines. This is thanks also to the versatility characteristically afforded by the human sciences, an orientation that invests semiotics with its special semioethic approach.

Making informed judgements and choices

A central goal is to learn how to formulate and express critical opinions à propos verbal and non-verbal texts and cultural issues, relating particularly to the spheres of tourism and international mediation.

Communicative skills

The exercise of logical reasoning and analysis of different types of inferential procedure – deduction, induction, abduction – carry out a fundamental role in the development of interpretive and communicative abilities. Application of knowledge acquired in the field of semiotics and linguistics coincides with the active exercise of communication techniques and of text criticism and with the development of the autonomous capacity for deconstruction, decodification, interpretation, for communication that is efficient and appropriate with respect to different communication situations and cultural contexts.

Goals include the capacity to formulate simple communicative

	<p>processes through the creation of messages with denotative-informative ends, as well as ever more complex messages in iconic, indexical and symbolic signifying processes in inferential processes of a more elaborate order.</p> <p><i>Learning capacity</i> Through an understanding of the nature of the sign, verbal and non-verbal, and of inferential processes, semiotics contributes to development of the learning capacity, both of the linguistic order with reference to specific historical-natural languages and to specific special languages internally to the historical-natural languages, and of the broader cultural order. This approach also allows for the best use possible of reference materials and encourages independent research with respect to course content. The acquisition of such skills will be evaluated through tutorials and oral examinations.</p>
<p>Contents</p>	<p>As a discipline in the first year of a degree course in Language and cultures for tourism and international mediation, semiotics as the general science or theory of signs, places the foundations for a correct professional formation of the graduate committed to interpreting the signs of languages, cultures, interhuman relationships, of the territory, both on a national and international level. In fact, the material of languages, cultures, relations is sign material. This implies the need to understand the nature of the sign of which languages, cultures and relations are made.</p> <p>The student is expected to acquire solid theoretical, methodological and practical competencies in the field of the general science of signs. Such competencies favour development of the capacity to understand, interpret, analyze the signs that constitute cultures, civilizations and languages learnt during courses. As the general science of signs, semiotics is the study of communication and of the interpersonal relation as well as of relations between humans, the social and the natural worlds.</p> <p>An important goal is also to provide adequate theoretical notions to understand and develop communication in situations of plurilingualism, necessary for a detailed and articulated understanding of the multiethnic framework of which the different historical-natural languages are the expression.</p> <p>Critical sign consciousness must be developed as the basis for the development of an adequate linguistico-culturale consciousness in today's world, which is the world of global communication.</p> <p>As the general science of signs semiotics is the departure point and perspective of a broad professional trajectory, centred on tourism and international mediation, and oriented in the direction of the interpretation of historical, geographical, demographical, anthropological, artistic, literary, economico-political, sociological and legal signs, all indispensable in the formation both of the intercultural mediator and of the operator in the field of tourism.</p>

Course program	
Bibliography	<p>Course title: Verbal and non-verbal signs, semioethic insights</p> <p>1) Susan Petrilli, ed. <i>L'immagine nella parola, nella musica e nella pittura</i>, book series "Athantor", 21, Milan, Mimesis, 2018.</p> <p>2) Susan Petrilli, <i>Parlando di segni con maestri di segni</i>, Lecce, Pensa MultiMedia, 2011.</p>
Notes concerning bibliography	<p>Through thematization of the image, which is not only visual, but also sonorous (Ferdinand de Saussure spoke of the <i>signifiant</i> as an "acoustic image") close connections can be identified between the word – verbal sign – , music and painting. In spite of a widespread conviction that they are separate, many verbal and non-verbal artworks confirm the interconnection.</p> <p>Through contributions from different disciplinary sectors, the book, <i>L'immagine nella parola...</i> thematizes the connection between different types of images in artistic work and in everyday language. The utterance itself is intonated and unlike the sentence evidences the inseparable interconnection between music and word.</p> <p>The volume <i>Parole e segni</i> evidences the need already signaled by Ferdinand de Saussure to consider historical-natural languages and verbal special languages in the context of the general science of signs. Word meanings are not only contained within words themselves and the specific historical-natural languages they belong to. Understanding the meaning of words is also connected to understanding the meaning of signs which are not only words and which are generally indicated as non-verbal signs. That which acts as the referent of words and constitutes its sense defers to a world that is not simply a world of things, but also a world of signs. Signs in turn are connected to values. It ensues that language must not only be considered from a phonological, syntactical and semantic viewpoint, but necessarily also from the pragmatic.</p> <p>Course work is based on the books indicated above which are regularly available in city bookshops or can be ordered online. They will be read, analysed and discussed in the classroom.</p> <p>Students unable to attend classes (as acknowledged by the teaching regulations cited above) will complete their studies with the addition of one (or more) of the following books:</p> <p>Roland Barthes, <i>Non si riesce mai a parlare di ciò che si ama</i>, pres., trad., e cura di A. Ponzio, Milano, Mimesis, 2017</p> <p>John Cage, <i>Al di là della musica</i>, introd. e cura di G. Fronzi, trad. di C. Colombo, Milano, Mimesis, 2013</p> <p>Virginia Woolf, <i>Sul cinema</i>, trad., postfazione e cura di S. Matetich, Milano, Mimesis, 2012.</p>
Teaching methods	In addition to lessons, seminars and workshops will be held to

	explore issues proposed during the course.
Assessment methods (As established by teaching regulations, exams in Semiotics are oral.
Evaluation criteria	<p>Exams will evaluate the acquisition of competencies relative to understanding and application of the languages of semiotics and its specific terminology; of issues addressed during the course, and which also emerge from an individual reading of the texts indicated. Knowledge of main modern and contemporary theories in semiotics will be evaluated; also the capacity to interconnect a variety of specific themes; terminological and rhetorical capacities; acquisition of skills in understanding, critique, judgement, interpretation, acquisition of knowledge and communication; basic notions concerning the translational capacity among different spheres of experience, cultural fields, languages and special languages. Acquisition of competencies allowing for interpretation and response to the signs of the social, on both a local and global level, through conceptual instruments relevant to tourism and international mediation will also be evaluated.</p> <p>Skills to be evaluated also include the ability to understand the complexity of the communication process in its verbal and non-verbal aspects, in relation to both the local and international socio-cultural context, and to the production of material and immaterial goods; the capacity to formulate independent judgements, to interpret signs and values, to argue, orient discourse in a critical sense, and take standpoints with respect to different points of view, different axiological parameters and different logics; the capacity to communicate efficiently, to transmit ideas consciously and relevantly through both oral and written formulations, keeping account of the presence of the other, the interlocutor; ultimately, also to be evaluated is the inventive capacity for new intuitions, the ability to plan, and to organize projects for their realization.</p>
Further information	<p>Though not compulsory, attending classes is a right and no doubt advisable.</p> <p>Office hours are available on the Department webpage.</p> <p>Eventual variations in time-table will be communicated via the degree course or teacher web-page.</p> <p>Exam dates are published on the Degree course website and on the Esse3 platform. Exams can only be booked through the Esse3 platform.</p> <p>A official ID card must be presented to sit for exams.</p> <p>For further information see Prof. Susan Petrilli's webpage (http://www.uniba.it/docenti/petrilli-susan); also her website: www.susanpetrilli.com</p> <p>Email address: susanangela.petrilli@uniba.it</p> <p>Students with special problems can write for a personal appointment.</p>

