



UNIVERSITÀ
DEGLI STUDI DI BARI
ALDO MORO

Scienze della Comunicazione

General information	
Academic subject	Semiotics
Degree course	Bachelor Degree
Academic Year	Third Year
European Credit Transfer and Accumulation System (ECTS)	9
Language	Italian
Academic calendar (starting and ending date)	As and when scheduled in the University calendar, March-May 2023.
Attendance	Not necessary

Professor/ Lecturer	
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Department and address	Dipartimento di Scienze della Formazione, Psicologia, Comunicazione. Palazzo Chiaia-Napolitano Via Crisanzio 42, Bari, Italy
Virtual headquarters	Teams Room. Code: 1pbt3by
Tutoring (time and day)	Every day from Monday to Friday from 8 a.m. to 6 p.m., by appointment, by writing to the teacher's e-mail address.

Syllabus	
Learning Objectives	It is, to all intents and purposes, an essential introduction to what is developing in certain cognitive areas of semiotic research from a thoroughly contemporary perspective.
Course prerequisites	None in particular, other than the pathway up to the third year, last semester, taken by the student in the three-year Communication Science course.
Contents	An introduction to the study of semiotics through the essential studies of Umberto Eco.
Books and bibliography	Claudio Paolucci. <i>Umberto Eco. Tra ordine ed avventura</i> , Feltrinelli, Milano, 2017. Anna Maria Lorusso, <i>Umberto Eco</i> , Carocci, Milano, 2008.
Additional materials	Not planned.

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
Hours	60	0	As many as foreseen by the University and ministerial tables.
ECTS	9		
Teaching strategy			
	Oral and frontal lesson and public reading of the most important pieces of the two books in program.		
Expected learning outcomes			

Knowledge and understanding on:	In the course of exam preparation, students must develop a proper disposition to understand the underlying reasons for problematic passages, those considered crucial.
Applying knowledge and understanding on:	When reasoning in terms of 'applied knowledge' in a field such as semiotics, one cannot ask anything of a student other than a disposition to a semiotic analysis of a case study established during the examination.
Soft skills	<ul style="list-style-type: none"> • <i>Making informed judgments and choices</i> At the end of the course the student have to able to: <ul style="list-style-type: none"> - Identify a problem. - Collect data and information. - Brainstorm all possible alternatives. - Weigh the alternatives. - Take his/her pick. - Enact a plan. - Review the decision.
	<ul style="list-style-type: none"> • <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> ○ The disposition to organize a comprehensive report on a topic that is a problematic junction in a concise but clear manner in every respect is what is required in the examination. • <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ By the end of a third year, a student is expected to have developed a disposition to understand what is the most effective way to continue an independent study in the light of the information gathered.

Assessment and feedback	
Methods of assessment	The exam that concludes the course takes place in oral form and is characterized by a free opening statement followed, however and briefly, by a series of questions on the entire programme.
Evaluation criteria	<ul style="list-style-type: none"> • <i>Knowledge and understanding</i> <ul style="list-style-type: none"> ○ Details of knowledge and understanding of the key passages of the planned programme. • <i>Applying knowledge and understanding</i> <ul style="list-style-type: none"> ○ Case study analysis. • <i>Autonomy of judgment</i> <ul style="list-style-type: none"> ○ The autonomy of judgement has to be directly proportional to the clarity of exposition due to its analytical synthesis. • <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> ○ Understanding and communicating a problem go and will always necessarily go hand in hand. • <i>Communication skills</i> <ul style="list-style-type: none"> ○ Communication skills are expected to be in tune with the mission of the entire degree course. • <i>Capacities to continue learning</i> The autonomy to manoeuvre and research is what is expected of a university student.
Criteria for assessment and attribution of the final mark	The criteria are the well-established ones, i.e. capacity for synthesis when representing a problem together with an analytical capacity for reasoning.
Additional information	
	No one.