

**COURSE OF STUDY Communication Sciences**
**ACADEMIC YEAR** *Second Academic Year*
**ACADEMIC SUBJECT Fundamentals and tools for communication**

General information	
Year of the course	<i>Second Academic Year</i>
Academic calendar (starting and ending date)	<i>II semester (18-03-24/31-05/24)</i>
Credits (CFU/ETCS):	6
SSD	<i>M-FIL/05 Philosophy and Theory of language</i>
Language	<i>Italian</i>
Mode of attendance	<i>Facultative</i>

Professor/ Lecturer	
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Virtual room	<i>Teams <b>fozbu9a</b></i>
Office Hours (and modalities: e.g., by appointment, on line, etc.)	Every day Monday through Friday by email appointment from 10 a.m. to 6 p.m.

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
40	40	0	0
CFU/ETCS			
6	40	0	

<b>Learning Objectives</b>	<i>The training activity is aimed at acquiring the useful elements to introduce oneself to the fundamentals of communication/information in a contemporary study horizon, with particular reference to the ethical and political aspects governing the ways of data collection in the new digital age.</i>
<b>Course prerequisites</b>	<i>With respect to the prerequisites in the specific case, certainly the examinations of Sociology of Cultural and Communicative Processes, Psychology of Social Communications (first year), General Linguistics (second year, first semester) are decisive in defining the theoretical field of action in which one will move in the course. There are no propaedeutics, for that matter never provided for in the regulations in the Course of Studies as a whole. The prerequisites do not differ for attending and non attending students.</i>

<b>Teaching strategie</b>	<i>Frontal teaching.</i>
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<b>Expected learning outcomes in terms of</b>	
<b>Knowledge and understanding on:</b>	<p>The student will know how to:</p> <ul style="list-style-type: none"> <li>- Move in a theoretical and practical sense in the characteristic dynamics of the contemporary digital age of communication/information.</li> <li>- Understand the full meaning of the transition from paper to electronic.</li> <li>- Evaluate the ethical, political and semiological aspects related to the new digitized era.</li> <li>- Evaluate the fundamentally positive and not only negative implications of the accomplished transition to digital</li> </ul>
<b>Applying knowledge and understanding on:</b>	<p>The student will know how to:</p> <ul style="list-style-type: none"> <li>- Critically read the construction of a social page because of its dynamics.</li> <li>- Compare the full digital dimension with the still semi-digital dimension.</li> <li>- Evaluate the theoretical and political impact of the new digital era of serial step narratives.</li> </ul>
<b>Soft skills</b>	<ul style="list-style-type: none"> <li>• <i>Making informed judgments and choices</i></li> </ul> <p><i>The student will know how to:</i></p> <ul style="list-style-type: none"> <li>- <i>Read and independently comment on related texts.</i></li> <li>- <i>Make trans-disciplinary connections with subjects already studied in the three-year starting grades.</i></li> <li>- <i>Analyse an audio-video text of a commercial with a critical logical approach.</i></li> <li>- <i>To weigh the weight of the algorithmic turn in the construction of the world of information-communication advertising.</i></li> <li>-</li> </ul> <ul style="list-style-type: none"> <li>• <i>Communicating knowledge and understanding</i></li> </ul> <p><i>The student will know how to:</i></p> <ul style="list-style-type: none"> <li>- Read and comment independently on the reference text.</li> <li>- Make trans-disciplinary connections with the subjects already studied provided for in the course regulations.</li> <li>- Analyse an audio-video text of a series from a critical logical point of view.</li> <li>- Weigh the weight of the algorithmic turn in the construction of the information-communication world.</li> </ul> <ul style="list-style-type: none"> <li>• <i>Capacities to continue learning</i></li> </ul> <p>At the end of the teaching the student/student should be able to :</p> <ul style="list-style-type: none"> <li>- Pursue his or her studies with an attitude of full critical openness to the negative but also positive implications of the new modes of algorithmic and digital communication.</li> </ul>
<b>Syllabus</b>	
<b>Content knowledge</b>	<p><i>Beginning with Maurizio Ferraris' book in program the student will progressively enter the following dimensions:</i></p>

	<ul style="list-style-type: none"> <li>- <i>What the digital and algorithmic revolution of communication/information consists of.</i></li> <li>- <i>The implications that are fulfilled in the different work dimensions related to communication/information.</i></li> <li>- <i>Why algorithmic and digital-based communication/information have a bearing on the "continuous response" load to which we are called.</i></li> <li>- <i>The economic and financial implications of the digital and algorithmic turn.</i></li> <li>- <i>What it means to record and iterate a document process made up of data, bits, numbers and signs.</i></li> <li>- <i>What it means to live a life implemented by continuous informational and communicative disruption with performance implications.</i></li> <li>- <i>The new marriage of nature and technology.</i></li> <li>- <i>The value of wide-ranging digital algorithmic documents.</i></li> <li>- <i>What it means to be "recognized" today.</i></li> <li>- <i>The relationship between consumption, education and invention in the communicative/informative ray in which we live.</i></li> </ul>
<b>Texts and readings</b>	<i>Maurizio Ferraris, 2021, Documanità. Filosofia del mondo nuovo, Roma-Bari, Editori Laterza.</i>
<b>Notes, additional materials</b>	<i>No additional teaching materials other than the books in the program are provided.</i>
<b>Repository</b>	<i>All lecture materials such as slides, notes, and research notes that may have been developed during the course of the lectures will be uploaded among the Teams documents available in the room that answers to the code <b>fozbu9a</b></i>

<b>Assessment</b>	
Assessment methods	<ul style="list-style-type: none"> <li>- <i>The modes of examination are all aimed at ascertaining the achievement of the expected learning outcomes, that is, the ability to deal critically with all the themes that can be inferred from the index of the book in the program.</i></li> <li>- <i>The mode of conducting the examination is exclusively oral, in the form of an interview made up of questions/answers from the themes indicated in the indexes of the books in the program.</i></li> <li>- <i>There are no intermediate tests or pre-tests.</i></li> <li>- <i>There are no differentiated modes of examination for attending and non-attending students.</i></li> </ul>
Assessment criteria	<ul style="list-style-type: none"> <li>• <i>Knowledge and understanding</i></li> </ul> <p><i>For each expected learning outcome, it is expected that the student/student at least at a sufficient level (18/30) will have developed an ability to discursively organize the knowledge acquired from the study of the texts provided in the program.</i></p> <ul style="list-style-type: none"> <li>• <i>Applying knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ <i>There are none specifically.</i></li> </ul> </li> <li>• <i>Autonomy of judgment</i> <ul style="list-style-type: none"> <li>○ <i>Critical reasoning skills on the realized study are expected to be at least sufficient.</i></li> </ul> </li> <li>• <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ <i>At least sufficient proficiency in the use of specialized vocabulary is expected to be effective and to the extent possible straightforward.</i></li> </ul> </li> <li>• <i>Communication skills</i> <ul style="list-style-type: none"> <li>○ <i>At least sufficient proficiency in the use of specialized vocabulary is expected to be effective and to the extent possible straightforward.</i></li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Capacities to continue learning</i> <ul style="list-style-type: none"> <li>○ Sufficient disposition to critical leap is expected, involving at least some interdisciplinary connections with the subjects already studied in the home Triennials.</li> </ul> </li> </ul>
Final exam and grading criteria	<p><i>The final grade is given in thirtieths. The examination is considered passed when the grade is greater than or equal to 18. The final evaluation will be made in the light of the answers given to the questions of the commissioners, answers that demonstrate on the part of the student, student a careful and mature understanding of the problems dealt with by the authors of the books in the program. The criteria for the award of Lode are closely linked to an oral examination in which the student, student demonstrates a full critical understanding of the issues addressed in the books in the program, with a clear disposition to also give coherent examples other than those put forward by the authors of the books.</i></p>
<b>Further information</b>	
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