Scienze della comunicazione

General information	
Academic subject	Laboratorio di abilità informatiche e Internet
Degree course	Scienza della comunicazione
Academic Year	2023-2024
European Credit Transfer and Accumulation System (ECTS):	: 3
Language	Italiano
Academic calendar (starting and ending date)	II Semester
Attendance	YES

Professor/Lecturer	
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Telephone	
Department and address	
Virtual headquarters	
Tutoring (time and day)	Tutoring to be completed at the end of the lesson

Syllabus	
Learning Objectives	Acquisition and strengthening of theoretical and practical knowledge of IT processes and the use of digital tools
Course prerequisites	No prerequisites
Contents	**Module 1** digital communities Internet: digital identity Strategic planning in the IT world Exercises, case studies and discussion **Module 2** Evolution of digital languages Stories and verticalization of contents Stories phenomenology Tools and platforms for social media and digital marketing Digital Revolution Advertising Exercises, case studies and discussion
Books and bibliography	E. Totorizzo – *Un mondo di stories. Strategie per conquistare la tua audience creare engagement e superare i competitor con filtri, dirette, reel e GIF* – Flaccovio Editore (2021)
Additional materials	

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
Hours			
75	10	10	55
CFU/ETCS			
3			

Teaching strategy	The course will take place through lectures and exercises

Expected learning outcomes	
Knowledge and understanding on:	Through lectures, insights into successful cases and group work, the student learns: - The processes inherent in the evolution of the digital world - IT strategies and processes
Applying knowledge and understanding on:	Carrying out group work, together with the analysis of case histories and the use of digital tools and platforms allow the student to apply concepts learned to: - Create digital strategies and speed up IT processes - Analyze the digital evolution of the players analyzed - Identify and interpret sources of information
Soft skills	· *Making informed judgments and choices* At the end of the course the student is able to formalize strategic judgments concerning the digital world · *Communicating knowledge and understanding* Through the development of group work, the public display of their work, the comparison and interaction in the classroom alongside the production of digital material, the student demonstrates that he is able to identify the IT processes explored during the course · *Capacities to continue learning* By completing the exam, the student has the opportunity to acquire cognitive knowledge, logical tools and methodologies to deepen the issues related to digital platforms with adequate preparation and autonomy.

Assessment and feedback	
Methods of assessment	Oral Examination
Evaluation criteria	• Knowledge and understanding of the evolution of digital languages • Applying knowledge and understanding to web platforms and content delivery. • Autonomy of judgment with reference to developments and innovation processes within digital communication. • Communication skills: exposition, links and critical analysis • Capacities to continue learning the strategies of the computer world
Criteria for assessment and attribution of the final mark	Presentation skills of connection and critical analysis of the topics of study. Final assessment for the acquisition of suitability.
Additional information	