

COURSE OF STUDY Communication sciences

ACADEMIC YEAR *Third Academic Year*

ACADEMIC SUBJECT *Information Theory and Sign Science*

General information	
Year of the course	<i>Third Academic Year</i>
Academic calendar (starting and ending date)	<i>II semester (18-03-24/31-05/24)</i>
Credits (CFU/ETCS):	9
SSD	<i>M-FIL/05 Philosophy and Theory of language</i>
Language	<i>Italian</i>
Mode of attendance	<i>Facultative</i>

Professor/ Lecturer	
Name and Surname	Filippo Silvestri
E-mail	filippo.silvestri@uniba.it
Telephone	0805714710
Department and address	<i>Palazzo Chiaia Napolitano, third floor, room 309, via Crisanzio 42, Bari</i>
Virtual room	<i>Teams 1pbt3by</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
60	60	0	0
CFU/ETCS			
9	60	0	

Learning Objectives	<i>The training activity aims to acquire the useful elements to introduce oneself to the fundamentals of communication/information in a contemporary study horizon, with particular reference to semiotic aspects starting from the lesson of the founder in Italy of semiotic studies Umberto Eco.</i>
Course prerequisites	<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, Fundamentals and Tools for Communication (second year, first semester), Visual and Digital Cultural Studies (third year, first semester) are decisive in defining the theoretical field of action in which one will move in the course. There are no propedeutics, 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>

Teaching strategie	<i>Frontal teaching.</i>
Expected learning outcomes in terms of	
Knowledge and understanding on:	<p>The student will know how to:</p> <ul style="list-style-type: none"> - Know how to move in a theoretical and practical sense in the characteristic dynamics of semiotic studies starting from the lesson of Umberto Eco. - Understand the full meaning of the shift from linguistic-only to semiotic studies. - Know how to evaluate the ethical, political and semiotic aspects related to the new challenge of semiotic research. - Be able to assess the fundamentally positive implications of the shift of studies devoted not only to the analysis of texts in the classical sense but also to those that look at the practices of everyday life as a progressive construction of the meaning of our experiences.
Applying knowledge and understanding on:	<p>The student will know how to:</p> <ul style="list-style-type: none"> - To move in a theoretical and practical sense in the characteristic dynamics of semiotic studies starting from the lesson of Umberto Eco. - Understand the full meaning of the shift from linguistic-only to semiotic studies. - To evaluate the ethical, political and semiotic aspects related to the new challenge of semiotic research. - To assess the fundamentally positive implications of the shift of studies devoted not only to the analysis of texts in the classical sense but also to those that look at the practices of everyday life as a progressive construction of the meaning of our experiences.
Soft skills	<ul style="list-style-type: none"> • <i>Making informed judgments and choices</i> <p><i>The student will know how to:</i></p> <ul style="list-style-type: none"> - <i>Read and comment independently on reference texts.</i> - <i>Make trans-disciplinary connections with the subjects already studied foreseen in the course regulations.</i> - <i>Analyse the differences of construction that pass between a classical text and a practice of everyday life in its different implications related to the use of languages available.</i> - <i>To weigh the weight of the semiotic turn in the construction of the world of information-communication.</i> <ul style="list-style-type: none"> • <i>Communicating knowledge and understanding</i> <p>At the end of the teaching the student/student should be able to:</p> <ul style="list-style-type: none"> - Communicate information, ideas, problems and solutions to specialist and non-specialist interlocutors from issues related to the semiotic turn in contemporary information/communication studies. - Critically evaluate the positive and negative aspects related to the contemporary communication/information asset in the light of a semiotic reading of it.

	<ul style="list-style-type: none"> • <i>Capacities to continue learning</i> <p>At the end of the teaching the student/student should be able to:</p> <ul style="list-style-type: none"> - 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.
Syllabus	
Content knowledge	<p><i>From the books provided in the syllabus these are the contents that will be discussed and studied:</i></p> <ul style="list-style-type: none"> - <i>The transition from linguistic to semiotic studies.</i> - <i>Umberto Eco's 1960s and his education.</i> - <i>Apocalyptic and integrated.</i> - <i>What is an opera aperta?</i> - <i>How to go from a dictionary to an encyclopaedia.</i> - <i>The name of the rose.</i> - <i>Semiotic warfare.</i> - <i>The limits of interpretation.</i> - <i>The relationships between aesthetics and semiotics.</i> - <i>What it means to move between order and adventure and vice versa.</i> - <i>Semiotic readings of contemporary wars.</i> - <i>On the values of play and gaming in a modern and contemporary key.</i> - <i>On the value of having fun, and laughing at the very things we believe in.</i> - <i>What it means to conduct semiotic inquiry today.</i> - <i>The problem of racism and its possible semiotic readings.</i> - <i>The problem of media populism.</i> - <i>What it means today to measure oneself against what is common sense.</i>
Texts and readings	<p><i>Claudio Paolucci, 2017, Umberto Eco. Tra ordine ed avventura, Milano, Feltrinelli.</i></p> <p><i>Umberto Eco, 2016, A passo di gambero. Guerre calde e populismo mediatico, Milano, La nave di Teseo.</i></p>
Notes, additional materials	<p><i>No additional teaching materials other than the books in the program are provided.</i></p>
Repository	<p><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 1pbt3by</i></p>

Assessment	
Assessment methods	<ul style="list-style-type: none"> - <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 books in the program.</i> - <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> - <i>There are no intermediate tests or pre-tests.</i> <p><i>There are no differentiated modes of examination for attending and non-attending students.</i></p>

<p>Assessment criteria</p>	<ul style="list-style-type: none"> • <i>Knowledge and understanding</i> <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"> • <i>Applying knowledge and understanding</i> <ul style="list-style-type: none"> ○ There are none specifically. • <i>Autonomy of judgment</i> <ul style="list-style-type: none"> ○ Critical reasoning skills on the realized study are expected to be at least sufficient. • <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> ○ At least sufficient proficiency in the use of specialized vocabulary is expected to be effective and to the extent possible straightforward. • <i>Communication skills</i> <ul style="list-style-type: none"> ○ At least sufficient proficiency in the use of specialized vocabulary is expected to be effective and to the extent possible straightforward. • <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ Sufficient disposition to critical leap is expected, involving at least some interdisciplinary connections with the subjects already studied in the other years of the Degree.
<p>Final exam and grading criteria</p>	<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>
<p>Further information</p>	