

INTERNATIONAL TELEMATIC UNIVERSITY UNINETTUNO

L'Università senza confini.
University without boundaries.

www.uninettunouniversity.net



FACULTY OF COMMUNICATION SCIENCES

Degree Course in Communication, Media and Advertising

The Degree Course

The new Faculty of Communication Sciences of the International Telematic University UNINETTUNO takes origin from the meeting between the winning distance teaching model of which this university has been a pioneer worldwide and the consolidated educational model of the IULM (Libera Università di Lingue e Comunicazione) of Milan. These two universities realised a joint study title in Communication, Media and Advertising. A highly innovative degree course, based on an interdisciplinary model, complying with international standards and that goes beyond the traditional academic approach, based on the separation among different fields of knowledge. The proposed model deals with the media environment in their multifaceted settings.

Today media are an interconnected system, ruled by converging (technological, economic-productive, narrative) trends gathered under the notion of cross-media (as defined by the European Union ACTEN 2004 document). In order to study mass communication media and new technologies, you have to implement strategies of comparison among the different disciplines – and among them cinema, television, photography, theatre, contemporary art, territory sociology, communication sociology, Italian literature – designing truly interdisciplinary paths. By means of the video-lessons of the most important lectures at international level, supplemented by multimedia training materials, exercises, virtual classrooms and other analysis, more-in-depth study and assessment tools, the students of the Communication Sciences Faculty are continuously supported by tutors, researchers and area professors along their path in a continuous and stimulating exchange based on interactivity.

Three-year Study Programme

I year

- Information and Communication Technologies
- Semiotics and Languages
- Contemporary Italian Literature
- Introduction to the Media and the Sociology of Communication
- Contemporary Art, Criticism and Exhibition Models
- Contemporary History
- Performance in Multimedia Society, Forms and Languages
- Foreign Language

II year

- Public and Media Law
- Psycho-technologies
- Creativity and Advertising Communication
- Economic Processes and Labour Organisation in the Media Field
- Television and Journalism Languages
- Sociology of Territory and Environmental Communication
- Multimedia and Cross-Media Communication
- Foreign Language

III year

- Aesthetics and Analysis of Artistic Languages
- Graphic Design
- Communication Psychology and Cognitive Interfaces
- Comparative Literature
- Optional Activities
- Training Activities
- Final Exam

How to study

The psycho-pedagogic and didactic model, born from the results achieved by several international research projects, was realised by Prof. M. A. Garito and by her research team.

This model is based on cognitive and connectionist theories and concretises the shift:

- From teacher's central role to the student's central role;
- From knowledge transfer to knowledge creation;
- From integration between practice and theory from a passive and competitive learning to active and collaborative learning.

The student is at the centre of the training path, guided by the new profile of the telematic professor-tutor who has the task of supplying the tools that can facilitate his web-based learning and communication path.

The whole teaching and learning process takes place on the Internet. On the www.uninettunouniversity.net portal there is a dedicated area: The Didactic Cyberspace, where teaching and learning are performed in four languages: Arabic, English, French and Italian. The Internet-based transfers directly to the student's desk lessons, multimedia products, databases, exercises, evaluation and self-evaluation systems, online tutoring, forums, chats and thematic wikis.

▪ Videoleasons:

The digitised videoleasons are the starting-point of the learning process. Each video lesson is structured on different issues and indexed in order to give the student the possibility to follow the entire videoleason or to select the issue he wished to study more in depth. Each issue is linked, in an hypertextual way, to essays, books, texts of exercises, virtual laboratories, selected bibliographies, lists of websites (links of interest for the subject, selected by professors and tutors).

▪ Virtual laboratory:

It is an environment in which the student integrates theory with practice by a "learning by doing" process.

▪ Online Exercises:

This section includes online interactive exercises linked to the issues treated in the videoleasons.

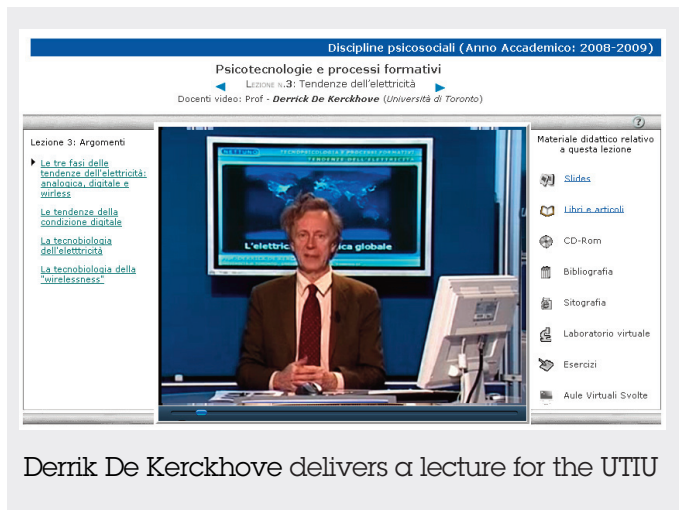
▪ Online tutoring/virtual classroom:

Online tutoring is organized in classes of 20 or 30 students, with an advanced system of Agenda that is able to acknowledge the single user and customise the training activity. An advanced system of qualitative and quantitative tracking makes it possible to continuously monitor the learning process of each single student.

The tutoring activities take place:

- In a synchronic mode by means of chats, video-chats, video and audio-conferencing systems, that are implemented in the Didactic Cyberspace, but also in the three-dimension classroom set up on UTIU Island of Knowledge on Second Life.
- In a diachronic way by means of forums, wikis and social networks.

The virtual classroom is an environment where direct interaction between teachers, tutors and students takes place, where knowledge is shared. The virtual classroom interactive practice exercises, mid-term assessment tests take place; dialogue and learning take place in a cooperative a collaborative way.



How to enrol

Enrolments can be made only on the Internet, in the area devoted to the Administrative Secretariat of the portal www.uninettunouniversity.net. Payments can be made online by credit card or bank transfer or postal service.

For information and training support

Toll - Free Number 800 333 647

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