



Communication Sciences Faculty

Degree Course in Communication Sciences

The Degree Course

Objectives

The Three-Year Degree Course in Communication Sciences aims at training graduates equipped with a sound cultural background and a good mastery of the methods of analysis and with professional skills in the field of communication. This educational offer meets the emerging training needs of a media environment that is deeply and continuously changing driven by the digitization of the communication processes, by market and cultures globalization, by the evolution of the professions and of social interactions.

Professional prospects

The course trains profiles qualified to operate in the various sectors of communication, in public and private settings, at institutions, businesses, publishing houses, newspapers, creative communication agencies and in institutions organizing cultural and artistic events, innovative start-ups and third-sector organizations.

Training program

The training path is structured on two common years aimed at the acquisition of competences in the humanities, sociological and mediology areas, according to a marked interdisciplinary and knowledge mutual integration perspective (in particular through economic and psychological disciplines). The training path is designed balancing disciplines having a largely theoretical character with disciplines supplying practical-operational skills. The former ones allow to acquire knowledge and tools for a critical appreciation of historical, social and cultural events which are related to media languages and products; the latter ones allow to develop creative and strategic skills needed to work in the digital communication sector, in particular.

Paths

Starting from the third year this study course specializes according to two paths. The Communication for Media Businesses and for Advertising path trains professional profiles aimed at the cultural industry, with a special focus on advertising and marketing for audiovisual businesses. The Communication for Institutions in the Digital Society path trains communicators who are well aware of the dynamics of information on the contemporary media scene. In order to complete this study program, for both paths some workshops on the professions of digital and multimedia communication, delivered by professionals of this sectors, are envisaged.

Teaching Staff

The course teaching staff includes experts in the respective scientific and professional fields. Among them there are eminent scholars such as Derrick De Kerckhove, Dario Edoardo Viganò, Tullio De Mauro, Gianni Vattimo, Antonio Romano, Enrico Cogno, Federico di Chio, Giuseppe Feyles. Preside: Gianpiero Gamaleri.

Three Year Study Program Degree Course in Communication Sciences

I YEAR

- Theories and techniques of media communication
- Contemporary Italian literature
- Contemporary history
- Performance forms and languages
- Sociology
- Semeiotics and languages
- Contemporary art, critique and multimediality
- English language

II YEAR

- Comparative literature
- Psychotechnologies
- Multimedia and cross-media communication
- Psychology of communication and cognitive interfaces
- Economic and production processes in the media industry
- Computer science for digital communication
- Territory, environment and multiculturalism
- Spanish language (module at choice)

III YEAR

Path in:
**Communication for media businesses
and for advertising**

- Media semiology
- Creativity and advertising communication
- Marketing and communication
- Brand design
- Research methods on communication
- The Professions of Digital Communication (workshop)

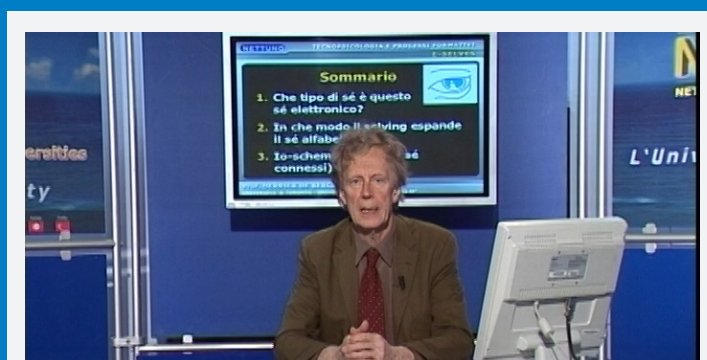
Path in:
**Communication for institution
in the digital society**

- Information languages and techniques
- Political communication and globalization
- Law of information and media
- Ethics and aesthetics of communication languages
- Communication and technological innovation
- The Professions of Digital Communication (workshop)

How to enrol

Enrolment can only be made 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 through bank transfer or postal service.



Videolesson of prof. Derrick De Kerckhove



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