

# International Telematic University UNINETTUNO

[www.uninettunouniversity.net](http://www.uninettunouniversity.net) - University without boundaries



## Communication Sciences Faculty Degree Course in Communication Sciences The Degree Course

The Three-Year Degree course in Communication Sciences aims at training young graduates equipped with a sound cultural preparation and a good mastery of the methods of analysis, in a environment that is today deeply and continuously changing driven by the digitization of the communication processes, by market and cultures globalization, by the evolution of the professions and by the relational dynamics made possible by the Internet.

The course trains graduates qualified to operate in the various sectors of communication, in public and private settings, at institutions, associations, agencies, businesses, publishing houses, newspapers, creative communication agencies and in institutions organizing cultural events, media centers, advertising brokers.

The general structure of this study path draws on the disciplines of the humanities area and on disciplines of the sociological and massmediology area, enlarging the educational project according to an interdisciplinary and knowledge mutual integration perspective. Actually, the path is designed balancing disciplines having a largely theoretical character with disciplines adding a practical-operational profile to the theoretical dimension:

- The theoretical disciplines allow to acquire tools for analyzing and putting into context historical, social and cultural events linked to the various languages and products of communication (literature, cinema, radio-television, contemporary art, advertising, design, theatre, new media). A significant part of the educational offer is devoted to analyzing the change resulting from digitization and from its effects on the overall structure of the media and of communication processes in all sectors.
- The disciplines that have a marked technical-operational dimension allow to develop practical and creative skills in the many fields of communication, with particular reference to the new professions of communication. The study program, actually, includes a range of workshops supervised by professionals working on the various sectors of digital communication, the most vital field of the current communication ecosystem. These workshops allow the students to apply the knowledge acquired during their study path in the realization of multimedia products and projects.

This educational offer is accomplished by an intermediate training (B1 of the Common European Framework of Reference for Languages) in the English language and by computer skills to ensure professional opportunities in a European and international context.

# 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
- Module at choice
- 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 digital communication professions (workshop)
- Module at choice

Path in:

**COMMUNICATION FOR INSTITUTIONS  
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
- Module at choice

## 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](http://www.uninettunouniversity.net). Payments can be made online by credit card or bank transfer or postal service.

**FOR INFORMATION AND TRAINING SUPPORT**

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