

COMMUNICATION, MEDIA AND ADVERTISING

1st Cycle Degree (3 years - 180 credits)	
Faculty of Communication, Public Relations and Advertising	
COMPULSORY SUBJECTS	Crediti/ Credits
1st YEAR	
Introduction To The Media And Sociology Of Cultural Processes	9
Political Economics	9
Institutional Communication: theory and techniques	9
Information & Communication Technology	6
Creativity and Advertising Communication	6
Cinema and Tv Languages	6
Semiotics	6
Professional English I	6
2nd YEAR	
Contemporary History	6
Techniques and Genres of Radio and Tv Serials	6
Cinema: History and Aesthetics	9
Psychology of Audiovisual Communication	6
Social Research – Methodology and Techniques	9
Professional English II	6
Second foreign language: language and culture	6
<i>Course options</i>	12
3rd YEAR	
Performing Arts in the Multimedia Society	12
Literature and other Languages	12
Mass Media, New Media and Net Societies	12
Journalism and Language: Theory and Techniques	9
Professional English III	6
<i>Course options</i>	6
Final Project	6
COURSE OPTIONS	
Advertising Lab	6
Journalism Lab	6
Creative Writing Lab	6
Organisation and management of cultural and entertainment events	6
History of the Italian Cinema	6
Literature and media	6
Sociolinguistics	6
Sociology: Fundamentals	6
Philosophy of Culture and Cultural Policies	6
Theory of creativity	6
Crises and emergencies: identification, management and communication	6
Quantitative Analysis Of Information: Basic Notions	6
Anglo-American Literature	6
Theatrical professions	6