



**UNIVERSITÀ DEGLI STUDI
DELL'INSUBRIA**

**DIPARTIMENTO DI SCIENZE UMANE E
DELL'INNOVAZIONE PER IL
TERRITORIO**

**DESCRIPTION OF THE CURRICULUM
(TEACHING REGULATIONS OF THE COURSE)
BACHELOR'S DEGREE COURSE
in
COMMUNICATION SCIENCES**

a.y. 2023/2024



I. GENERAL INFORMATION

| | |
|---|---|
| NAME OF THE DEGREE COURSE (DC) | COMMUNICATION SCIENCES |
| CLASS | L-20 - Communication Sciences |
| TYPE | 3-year degree course |
| COURSE LOCATION | VARESE |
| COURSE WEBSITE | For information on the learning objectives of the DC, occupational opportunities, access requirements, admission procedures, expected educational results, curriculum / study plan, final exam, you may refer to the Annual Program Report (DC-APR), published on the course website at: www.uninsubria.eu/bachelor-scom |
| DEPARTMENT | Scienze umane e dell'innovazione per il territorio - DiSUIT (Human sciences and Sciences of the innovation for the territory - DiSUIT) |
| DEGREE COURSE CORDINATOR | ALESSANDRA VICENTINI |
| ACADEMIC OFFICE OF THE DEGREE COURSE | Servizio di Ascolto Manager Didattici per la Qualità - DiSUIT (in Italian) |
| LESSONS TIMETABLE | <ul style="list-style-type: none">- 1st SEMESTER from 18 September to 21 December 2023- 2nd SEMESTER from 19 February to 24 May 2024- 1st Exam session from 8 January to 16 February 2024- 2nd exam session from 27 May to 13 September 2024 For the lesson suspension dates and holidays for national, local and other festivities (Christmas break, Easter break, University holidays), students should refer to the University's Academic Calendar approved by the University bodies at the following link: www.uninsubria.it/chi-siamo/sedi-e-orari/calendario-didattico-di-ateneo (in Italian) |
| FURTHER INFORMATION | COURSE ACCESS: open access TEACHING LANGUAGE: Italian TEACHING PROCEDURES: traditional with the aid of videoconferencing for Como |



**ADMISSION, ASSESSMENT OF
EDUCATIONAL BACKGROUND
AND ADDITIONAL LEARNING
REQUIREMENTS (OFA) REMEDIAL
PROCEDURES**

By accessing the Bachelor's degree course, students will have to take a non-selective educational background assessment test.

The assessment test takes place in person, according to the instructions that will be sent to your institutional e-mail address, and consists of a general knowledge quiz (20 minutes) and writing a short text of approximately 1,500 characters (about one page) on a selected topic (40 minutes long). The test will take place on the University's e-learning platform. The written text will be assessed in terms of correctness, coherence and conciseness.

Students who do not obtain at least 18/30 for the short text will be assigned an additional learning requirement (OFA) which they will have to meet by the end of the first year. In order to meet the OFA, students will have to:

1. participate in a collective discussion led by one of the lecturers of the



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| | <p>linguistic-literary field, during which they will tackle the shortcomings that emerged from the texts that obtained a fail mark</p> <ol style="list-style-type: none">2. prepare on the material made available on the e-learning platform, which provides a practical guide to written Italian. Students who have doubts or questions may refer to the same linguistics-literature lecturer.3. take a brief written exam in front of a Commission to check that they have remedied their educational shortcomings. <p>The learning requirement is met if students demonstrate that they have remedied their shortcomings. Students who do not take any of the educational background assessment tests will not be able to take exams until the end of the first year.</p> <p>Together with the written text exam, the DC has students take a 30 multiple-choice question test on general culture and human sciences which will have to be completed in 40 minutes. The test awards 1 point for each correct answer and 0 points for each incorrect or empty answers. The results of this test have no impact on the assignment of OFA, but are used by the DC to gather informative data on the general culture of the newly enrolled students. Further information at:</p> <p>www.uninsubria.it/verifica-scom (in Italian)</p> <p>Pursuant to Law no. 33 of 12 April 2022 (Provisions on simultaneous enrolment in two higher education courses) and the subsequent ministerial decrees (DM 930/2022 and DM 933/2022), dual enrolment requests will be assessed by a special Degree Course Committee, after verification of admission requirements.</p> |
| ADDITIONAL PREPARATORY TEACHING ACTIVITIES FOR THE EDUCATIONAL BACKGROUND ASSESSMENT TEST | <p>To prepare for the educational background assessment test, students can also make use of the entrance exam preparation pre-courses organized by the University at the end of August or the beginning of September, further information is available at: www.uninsubria.it/precorsi (in Italian)</p> |
| ORIENTATION, ENROLLMENT PROCEDURES AND OTHER ADMINISTRATIVE ASPECTS | <p>INFOSTUDENTI SERVICE</p> <p>The INFOSTUDENTI service is a web application that offers a communication channel through which students and future students can obtain some useful information by contacting the different offices of the University (Students Services office, Right to Study and Student Services, Orientation and Placement, Academic Offices and International Relations).</p> <p>With this system students can ask questions and receive answers, attach documents and follow the status of their requests.</p> <p>The service may be accessed by clicking on the following link: www.uninsubria.it/infostudenti (in Italian)</p> |



II. STUDY PLAN

COURSE PLAN - 2023/2024 COHORT

This course plan includes all the courses provided for the entire degree program, which will have to be taken by all students enrolling in the current A.Y. (Enrollment cohort) in order to complete the degree program and obtain the qualification.

COMMUNICATION SCIENCES CURRICULUM BASIC COURSES

| S E M | COURSE Title | Academic field | DISCIPLINARY FIELD / Type of Teaching Activity | ECTS | HOURS | ASSESSMENT METHOD* | LECTURERS |
|-------|---|----------------|--|------|--------|--------------------|----------------------------|
| | ASSESSMENT OF EDUCATIONAL BACKGROUND | L-FIL-LET/10 | F/Other | 0 | | M | |
| 1 | LANGUAGES AND CULTURES OF THE MEDITERRANEAN | L-LIN/01 | A/ Basic / Semeiotic, linguistic and IT disciplines | 7 | LEC:56 | M | |
| 2 | FUNDAMENTALS OF LAW | IUS/18 | C / Related / Supplementary | 7 | LEC:56 | M | BIAVASCHI PAOLA |
| 1 | SOCIAL HISTORY OF ART | L-ART/02 | C / Related / Supplementary | 7 | LEC:56 | M | SPIRITI ANDREA |
| 2 | COMMUNICATION OF ENVIRONMENTAL EMERGENCIES | GEO/03 | C / Related / Supplementary | 7 | LEC:56 | M | PASQUARÉ MARIOTTO FEDERICO |
| 2 | POLITICAL LANGUAGES | SPS/01 | B / Characterizing / juridical, historical-political and philosophical disciplines | 7 | LEC:56 | M | BELLINI PAOLO |
| 2 | ITALIAN LITERATURE | L-FIL-LET/11 | A/ Basic / Semeiotic, linguistic and IT disciplines | 7 | LEC:56 | M | |

*J - JUDGMENT M - EXAM Q - QUALIFICATION A - ATTENDANCE

OPTIONAL COURSES (CURRICULAR, TO BE CHOSEN IN THE GROUPS)

| 1st YEAR | | | | | | | | |
|------------------------------|---|---------------|----------------|--|---------|--------|--------------------|----------------|
| S E M | COURSE Title | MODULES Title | Academic field | DISCIPLINARY FIELD / Type of Teaching Activity | E C T S | HOUR S | ASSESSMENT METHOD* | LECTURERS |
| One course to be chosen from | | | | | | | | |
| 1 | INTRODUCTION TO THE SPANISH LANGUAGE | | L-LIN/07 | E / Language / Final exam | 7 | LEC:56 | M | CORVEDDU MARIO |
| 1 | INTRODUCTION TO THE JEWISH LANGUAGE AND CULTURE | | L-OR/08 | E / Language / Final exam | 7 | LEC:56 | M | |
| 2 | PREPARATORY ENGLISH | | L-LIN/12 | E / Language / Final exam | 7 | LEC:56 | M | |



2nd YEAR

One course to be chosen from

| | | | | | | | | |
|---|---|--|--------|---|---|--------|--|--|
| 2 | DIGITAL COMMUNICATION AND SOCIAL MEDIA | | SPS/08 | A/ Basic / Semeiotic, linguistic and IT disciplines | 7 | LEC:56 | | |
| 2 | SOCIOLOGY OF TELEVISION AND ENTERTAINMENT | | SPS/08 | A/ Basic / Semeiotic, linguistic and IT disciplines | 7 | LEC:56 | | |

One course to be chosen from

| | | | | | | | | |
|---|---|--|--------------|--|---|--------|---|----------------------|
| 1 | ENGLISH 1 | | L-LIN/12 | A / Basic / Semeiotic, linguistic and IT disciplines | 7 | LEC:56 | M | VICENTINI ALESSANDRA |
| 2 | INTRODUCTION TO 20 th CENTURY ITALIAN LITERATURE | | L-FIL-LET/11 | A / Basic / semeiotic, linguistic and IT disciplines | 7 | LEC:56 | M | MAIOLINI ELENA |

One course to be chosen from

| | | | | | | | | |
|---|---|--|-----------|---|---|--------|---|-------------------|
| 1 | PUBLIC AND INSTITUTIONAL COMMUNICATION | | SPS/08 | B / Characterizing / Human and economic-social sciences | 7 | LEC:56 | M | |
| 2 | INFORMATION SYSTEMS AND ORGANIZATIONAL MODELS | | SECS-P/10 | B / Characterizing / Human and economic-social sciences | 7 | LEC:56 | M | CASTELNOVO VALTER |
| 1 | SOCIAL PEDAGOGY AND EDUCATIONAL MODELS | | M-PED/01 | B / Characterizing / Human and economic-social sciences | 7 | LEC:56 | M | |

Two courses to be chosen from

| | | | | | | | | |
|---|---|--|----------|--|---|--------|---|-----------------|
| 2 | POLITICS AND IDEOLOGICAL SYSTEMS | | SPS/01 | B / Characterizing / juridical, historical-political and philosophical disciplines | 7 | LEC:56 | M | DARIS LUCA |
| 1 | HISTORY AND CINEMA | | M-STO/04 | B / Characterizing / juridical, historical-political and philosophical disciplines | 7 | LEC:56 | M | LA ROSA GIORGIO |
| 2 | HISTORY OF POLITICAL THOUGHT | | SPS/01 | B / Characterizing / juridical, historical-political and philosophical disciplines | 7 | LEC:56 | M | |
| 1 | RELIGIOUS IMAGINARIES AND MEDIA REPRESENTATIONS | | M-FIL/03 | B / Characterizing / juridical, historical-political and philosophical disciplines | 7 | LEC:56 | M | |

One course to be chosen from

| | | | | | | | | |
|---|---------|--|----------|-----------------------------|---|--------|---|--|
| 2 | SPANISH | | L-LIN/07 | C / Related / Supplementary | 7 | LEC:56 | M | |
|---|---------|--|----------|-----------------------------|---|--------|---|--|



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|-------------------------------|---|--|--------------|---|---|--------|---|-------------------|
| 2 | POLITICS AND SOCIETY IN THE MODERN WORLD | | M-STO/02 | C / Related / Supplementary | 7 | LEC:56 | M | BIANCO ELISA |
| 1 | CLASSICAL CULTURE AND CIVILIZATION | | L-FIL-LET/02 | C / Related / Supplementary | 7 | LEC:56 | M | BIANCHI FRANCESCO |
| 2 | ADVERTISEMENT, INFLUENCER AND FASHION LAW | | IUS/20 | C / Related / Supplementary | 7 | LEC:56 | M | |
| 1 | COMMUNICATION PEDAGOGY | | M-PED/03 | C / Related / Supplementary | 7 | LEC:56 | M | BONOMETTI STEFANO |
| Two courses to be chosen from | | | | | | | | |
| 2 | COMMUNICATION AESTHETICS | | M-FIL/04 | B / Characterizing / communication methodologies, analysis and techniques | 7 | LEC:56 | M | |
| 1 | CINEMA LANGUAGES | | L-ART/06 | B / Characterizing / communication methodologies, analysis and techniques | 7 | LEC:56 | M | |
| 2 | MULTIMEDIAL AND APPLIED GRAPHICS | | L-ART/05 | B / Characterizing / communication methodologies, analysis and techniques | 7 | LEC:56 | M | |
| 1 | FASHION AND LUXURY MARKETING | | SECS-P/08 | B / Characterizing / communication methodologies, analysis and techniques | 7 | LEC:56 | M | |

3rd YEAR



| SEM | COURSE Title | MODULES Title | Academic field | DISCIPLINARY FIELD / Type of Teaching Activity | ECTS | HOURS | ASSESSMENT METHOD* | LECTURERS |
|------------------------------|--|---------------|----------------|--|------|--------|--------------------|----------------|
| One course to be chosen from | | | | | | | | |
| 1 | CONTEMPORARY HISTORY | | M-STO/04 | A / Basic / semeiotic, linguistic and IT disciplines | 7 | LEC:56 | M | ZUCCA FABIO |
| 1 | HISTORY AND RIGHTS | | M-STO/04 | A / Basic / semeiotic, linguistic and IT disciplines | 7 | LEC:56 | M | |
| One course to be chosen from | | | | | | | | |
| 1 | ENGLISH 2 | | L-LIN/12 | A / Basic / semeiotic, linguistic and IT disciplines | 7 | LEC:56 | M | RUSSO DANIEL |
| 1 | COGNITIVE LINGUISTICS | | L-LIN/01 | A / Basic / semeiotic, linguistic and IT disciplines | 7 | LEC:56 | M | |
| 1 | ADVANCED LEGAL ENGLISH FOR COOPERATION | | L-LIN/12 | A / Basic / semeiotic, linguistic and IT disciplines | 7 | LEC:56 | M | |
| One course to be chosen from | | | | | | | | |
| 1 | MARKETING | | SECS-P/08 | B / Characterizing / human and economic-social sciences | 7 | LEC:56 | M | |
| 2 | MARKET EVOLUTION AND BUSINESS DIGITALIZATION | | SECS-P/08 | B / Characterizing / human and economic-social sciences | 7 | LEC:56 | M | |
| 2 | TOURISM AND TERRITORY ECONOMICS | | SECS-P/01 | B / Characterizing / human and economic-social sciences | 7 | LEC:56 | M | CROTTI DANIELE |
| One course to be chosen from | | | | | | | | |
| 1 | AUDIOVISUAL LANGUAGES | | L-ART/06 | B / Characterizing / communication methodologies, analysis and techniques | 7 | LEC:56 | M | |
| 2 | MUSICAL GENRES AND LANGUAGES | | L-ART/07 | B / Characterizing / communication methodologies, analysis and techniques | 7 | LEC:56 | M | |
| 2 | JOURNALISM AND THE MEDIA | | L-ART/06 | B / Characterizing / communication methodologies, analysis and techniques | 7 | LEC:56 | M | |
| One course to be chosen from | | | | | | | | |



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|---|---|--|----------|-----------------------------|---|--------|---|---------------|
| 1 | THEORETICAL AND SOCIAL FOUNDATIONS OF MODERNITY | | M-FIL/01 | C / Related / Supplementary | 7 | LEC:56 | M | |
| 1 | COMMUNICATING CRIMINAL PROCEEDINGS IN HISTORY | | IUS/18 | C / Related / Supplementary | 7 | LEC:56 | M | |
| 2 | HISTORY OF MODERN ART | | L-ART/02 | C / Related / Supplementary | 7 | LEC:56 | M | FACCHIN LAURA |



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|-------------------------|---|--|----------|---|----|----------|---|----------|
| 2 | ITALIAN ART: FROM CONTEMPORARY TO POST-MODERN ART | | L-ART/02 | C / Related / Supplementary | 7 | LEC:56 | M | |
| OTHER ACTIVITIES | | | | | | | | |
| N | FINAL EXAM | | | E / Language / Final exam | 8 | | M | |
| N | INTERNSHIP | | | F / Further skills for entering the workforce | 6 | INT: 150 | J | |
| N | FURTHER EDUCATIONAL ACTIVITIES | | | F / Further skills for entering the workforce | 6 | LEC:48 | M | 2nd YEAR |
| N | FURTHER EDUCATIONAL ACTIVITIES | | | F / Further skills for entering the workforce | 6 | LEC:48 | M | 3rd YEAR |
| N | ELECTIVE | | | F / Elective | 14 | | M | |

*J - JUDGMENT M - EXAM Q - QUALIFICATION A - ATTENDANCE

III - RULES FOR THE CURRICULUM

PREREQUISITES: Students may not take the English 2 exam if they have not passed the English 1 exam

VALIDATION OF LINGUISTIC AND IT CERTIFICATIONS

The validation of ECTS is automatic for the following courses:

- for the ENGLISH 1 course, by forwarding to the Student Services office the certificate attesting that students have passed a B2 or higher test. Students may not apply for the validation of ECTS for the PREPARATORY ENGLISH and ENGLISH 2 exams. The certificate must not have been obtained more than 5 calendar years prior submission, with the exception of the IGCSE, IELTS and TOEFL certifications, which are only valid for 2 calendar years.
- for INTRODUCTION TO THE SPANISH LANGUAGE by submitting a certificate proving that that students have passed an A2 or higher test.
- for SPANISH, by submitting a certificate attesting that students have passed an B1 or higher test.

For the full list of recognized certifications, please visit:

www.uninsubria.it/sites/default/files/Didattica/DiSUIT/Certificazioni2019_2020.pdf (in Italian)

VALIDATION OF PROFESSIONAL ABILITIES OR EXAMS TAKEN IN A PREVIOUS CAREER.

Pursuant to article 5, paragraph 7 of the Ministerial Decree 270/04, the Council of the Degree Course may validate:

- professional knowledge and skills certified pursuant to current regulations;
- knowledge and skills developed in educational activities at a post-secondary level in whose organization and implementation the university was involved.

The application for validation shall be assessed by the Council of the Degree Course. The validation may take place if the activity is related to the specific educational objectives of the degree course and of the educational activities for which the validation is being requested, also taking into consideration the content and duration in terms of hours of the activity.

The maximum number of ECTS that may be validated is 12.

ATTENDANCE OBLIGATIONS: there are no attendance obligations, with the exception of the Further educational activities (workshops and seminars) for which students must attend at least 75% of the classroom activities, besides the final exam

ENROLLING IN SUBSEQUENT YEARS: NO CAREER BLOCKS



TRANSFER PROCEDURES FROM OTHER DEGREE COURSES

Students from other Universities or from another Degree Course of the University of Insubria, or from previous systems, can apply for a transfer/change to the Degree Course. Transfer/change applications will be assessed by the Council of the Degree Course, which will proceed to the validation of the ECTS according to the following criteria:

- analysis of the curriculum
- assessment of the adequacy of the academic fields and of the contents of the activities undertaken by the student in their previous career, with regard to the specific educational objectives of the degree course and of the individual educational activities provided for in the curriculum;

The abovementioned validation is carried out as provided for in article no. 3, paragraphs 8 and 9 of the ministerial decree of Class redefinition (16 March 2007). The validation is carried out until the ECTS provided for by the curriculum are reached.

RULES FOR THE SUBMISSION OF STUDY PLANS AND INDIVIDUAL STUDY PLANS

Students will have to submit their Study Plan in their second year, with the possibility to modify it in the following year, following the University's administrative fulfillments calendar. Information on how to submit and fill in the study plan are available on the Students Services Office webpage (www.uninsubria.it/servizi/presentazione-piano-di-studio; in Italian). Elective educational activities may be chosen among all courses activated by the University with the exception of some integrated courses offered by the limited access healthcare degree courses. To check for restrictions, please contact the Students Services Office.

The Council of the Degree Course will assess the coherence of these elective activities with the educational curriculum students have enrolled in. When submitting their study plan, students will have to choose some courses provided for the third year and ordered in blocks.

FURTHER EDUCATIONAL ACTIVITIES

In order to obtain the ECTS included in the "Further educational activities" entry (12 ECTS), 2nd- and 3rd-year students may:

- attend seminars/workshops, previously entered in their study plan, organized by the Degree Course for at least 75% of the classroom activities hours (besides the final exam). To encourage student attendance, some hours of each seminar/workshop may be delivered remotely;
- attend training / refresher courses organized by the University which provide for the acquisition of ECTS to cover the "Further educational activities" together with the obtainment of the qualification.
- **working students are given the opportunity to gain credits for Further Education activities by taking additional elective examinations.**

Seminars/workshops or any additional elective examinations must be included in the study plan before attending them.

For further information and for registration procedures, please visit:

www.uninsubria.it/la-didattica/bacheca-della-didattica/laboratori-seminari-e-seminari-evento-corsi-di-laurea-triennale

(in Italian)

INTERNSHIP

Students will have to carry out an external internship activity at a public or private Company or Institution or an internal one with a research group under the supervision of a university tutor, as experimental Thesis. The educational internship – consisting of 150 hours of activity – may be carried out when students have acquired at least 100 ECTS for the courses provided for in the study plan; students who cannot carry out the external internship at a company or other institution may – prior to the submission of suitable documents to the Internship committee – cover the ECTS provided for by activating an internal curricular internship or Experimental Thesis.

For further information, please visit: www.uninsubria.it/tirocini



FINAL EXAM

The final dissertation, written under the guidance of a supervisor (possibly assisted by one or more co-supervisors), is defended during the final examination. It consists of a 5-minute public presentation, followed by a brief debate, before a committee of professors from the degree course. The assessment of the dissertation may lead to an increased final mark, starting from the average mark resulting from the exams, corresponding to: up to 2 points above the average for review theses (sufficient); up to 4 points for adequately structured and documented theses (good); up to 6 points for theses elaborated with good reconstruction skills, completeness of information and insights into critical analysis (very good). In addition, the committee may award up to 8 points for theses that show particularly outstanding abilities in the phases of collecting documentation and bibliographic material and in the critical processing of information, as well as in the overall organization of the thesis and in the written exposition (very good). The Commission will also have the right to increase the final mark by a further 2 points if the undergraduate student has acquired 6 extra ECTS credits (corresponding to 9 seminar points) through attendance during the three-year period of in-depth seminars/workshops of conferences/conferences or equivalent activities, subject to evaluation by the CD. The distinction of honours, at the proposal of the President or the lecturer/speaker, will be awarded to students whose final mark corresponds to 110/110 and who have obtained at least 5 honours in the degree course examinations. Students with an average of more than 106/110, who will be awarded an additional mark in addition to the average of 8 to 10 points, may be awarded the distinction of honours on the proposal of the President or the lecturer rapporteur, even in the absence of the requirement on the minimum number of praises in the profit examinations. The proclamation normally takes place at the end of the graduation session..

For further information please refer to the degree course webpage.

www.uninsubria.eu/bachelor-scom