



General information	
Academic subject	Semiotics
Degree course	L-12 Languages and Cultures for Tourism and International Mediation (Lingue e Culture per il Turismo e la Mediazione internazionale)
Academic year	2022-2023
Academic course	I
European Credit Transfer and Accumulation System (ECTS)	6
Language	
Academic calendar (starting and ending date)	First Semester (26.09.2022–9.12.2022)
Attendance	Attendance is not compulsory, but advisable.

Professor/Lecturer	
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Virtual headquarters	///
Tutoring (time and day)	Office hours for students IN PRESENCE: Tuesdays 11-14 Best by appointment via email Office hours for students ONLINE: by appointment via email

Syllabus	
Learning Objectives	<p>1. As a discipline in the first year of a degree course in Language and cultures for tourism and international mediation, semiotics as the general science or theory of signs, places the foundations for a correct professional formation of the graduate committed to interpreting the signs of languages, cultures, interhuman relationships, of the territory, both on a national and international level. In fact, the material of languages, cultures, relations is sign material. This implies the need to understand the nature of the sign of which languages, cultures and relations are made.</p> <p>2. The student is expected to acquire solid theoretical, methodological and practical competencies in the field of the general science of signs. Such competencies favour development of the capacity to understand, interpret, analyze the signs that constitute cultures, civilizations and languages learnt during courses. As the general science of signs, semiotics is the study of communication and of the interpersonal relation as well as of relations between humans, the social and the natural worlds.</p> <p>3. An important goal is also to provide adequate theoretical notions to</p>

	<p>understand and develop communication in situations of plurilingualism, necessary for a detailed and articulated understanding of the multiethnic framework of which the different historical-natural languages are the expression.</p> <p>4. Critical sign consciousness must be developed as the basis for the development of an adequate linguistico-culturale consciousness in today's world, which is the world of global communication.</p> <p>5. As the general science of signs semiotics is the departure point and perspective of a broad professional trajectory, centred on tourism and international mediation, and oriented in the direction of the interpretation of historical, geographical, demo-anthropological, artist, literary, economic-political, sociological and legal signs, all indispensable in the formation both of the intercultural mediator and of the operator in the field of tourism.</p>
Course prerequisites	Lessons in Semiotics are open to all students enrolled in the course.
Contents	<p>Title: Critique of global communication, listening and non-functionality. Perspectives and develops in semiotics</p> <p>Contents of the course:</p> <ol style="list-style-type: none"> 1. Welby, Peirce, Bachtin, Morris, Rossi-Landi, Ponzio 2. Anthropogenic nature of work and social reproduction 3. Ideology and social communication 4. Information and the future of globalization 5. Infinite war and resources of the word
Books and bibliography	<p>Susan Petrilli, <i>Parlando di segni con maestri di segni</i>, Prefazione by Thomas A. Sebeok, Lecce, Pensa, MultiMedia, 2011.</p> <p>Augusto Ponzio, <i>La comunicazione come produzione, scambio, consumo</i>, Athanor. Semiotica, Filosofia, Letteratura, Arte, XXXII, 25, a cura e pres. di Susan Petrilli, Milano, Mimesis, 2022.</p>
Additional materials	Eventual variations will be notified during the course.

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
Hours			
150	48	///	102
ECTS			
Teaching strategy	In addition to lessons, cooperative learning, peer tutoring, seminars and workshops will be held to explore issues proposed during the course.		
Expected learning outcomes			
Knowledge and understanding on:	<ol style="list-style-type: none"> 1. As a global science of signs, a cognitive science and as "semioethics", that is, a sign science connected to the science of values, semiotics allows for the acquisition of knowledge and understanding of the methodological, critical, linguistic-philosophical and ethical orders. Semiotic shows how semio- 		

	<p>linguistic competencies and knowledge relating to storico-cultural context mutually support each other, both internally to the same historical-natural language and in the relation among the different languages, special languages and cultures.</p> <p>2. To achieve such competencies the student will acquire knowledge and understanding of the language of semiotics and its specific terminology, of the typology of signs and sign systems, of the different spheres of sign activity, of verbal and nonverbal sign functions.</p>
<p>Applying knowledge and understanding on:</p>	<p>1. The student should acquire the ability to make a proper use of semiotic instruments (dictionaries, encyclopaedias, data banks, etc.), including multimedial and multimodal channels, in support of knowledge acquisition processes; to learn how to move in context and according to historico-critical criteria in the panorama of the general problematics relative to cultures and languages.</p> <p>2. As theory of interpretation, meaning, significance, sense, semiotics provides instruments, knowledge and competencies for understanding, analyzing and developing texts, oral and written, whether in Italian or in foreign languages. Such competencies are necessary for the elaboration, interpretation, comprehension not only of primary discourse genres, those of ordinary communication, but also of secondary genres, those of artistic-literary texts, as well as texts in critical interpretation.</p> <p>Learning to identify and interpret signs and texts specific to a given territory – historical-geographical signs, anthropological, sociological and artistic signs – will enable the student to frame linguistic skills and issues connected with intercultural mediation in a broad perspective, characteristic of global semiotics, and to operate in international and multicultural directions. Moreover, semiotic competence critically aware of the relationship between sign and ideology will provide the basic knowledge necessary for a better understanding and management of communication and interlinguistic mediation in the context of commercial exchanges, productive and entrepreneurial exchanges, intercultural encounter, international relations as much as in the sphere of tourism.</p> <p>3. Acquisition of an interpretive method and of corresponding instruments, adequate and updated, enable the student to extend acquired skills to new fields with respect to specific academic disciplines. This is thanks also to the versatility characteristically afforded by the human sciences, an orientation that invests semiotics with its special semioethic approach.</p>
<p>Soft skills</p>	<ul style="list-style-type: none"> • <i>Making informed judgments and choices</i> <p>A central goal is to learn how to formulate and express critical opinions à propos verbal and non-verbal texts and cultural issues, relating particularly to the spheres of tourism and international mediation.</p> <ul style="list-style-type: none"> • <i>Communicating knowledge and understanding</i> <p>The exercise of logical reasoning and analysis of different types of inferential procedure – deduction, induction, abduction – carry out a fundamental role in the development of interpretive and communicative abilities. Application of knowledge acquired in the field of</p>

	<p>semiotics and linguistics coincides with the active exercise of communication techniques and of text criticism and with the development of the autonomous capacity for deconstruction, decodification, interpretation, for communication that is efficient and appropriate with respect to different communication situations and cultural contexts. Goals include the capacity to formulate simple communicative processes through the creation of messages with denotative-informative ends, as well as ever more complex messages in iconic, indexical and symbolic signifying processes in inferential processes of a more elaborate order.</p> <ul style="list-style-type: none"> • <i>Capacities to continue learning</i> <p>Through an understanding of the nature of the sign, verbal and non-verbal, and of inferential processes, semiotics contributes to development of the learning capacity, both of the linguistic order with reference to specific historical-natural languages and to specific special languages internally to the historical-natural languages, and of the broader cultural order. This approach also allows for the best use possible of reference materials and encourages independent research with respect to course content. The acquisition of such skills will be evaluated through tutorials and oral examinations.</p>
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Assessment and feedback	
Methods of assessment	As established by teaching regulations, exams in Semiotics are oral.
	<p>- <i>Knowledge and comprehension skills:</i> Students must acquire an understanding of the main concepts covered in the course.</p> <p>- <i>Applied knowledge and understanding skills:</i> Students are expected to develop a capacity for explanation, argumentation and critical analysis.</p> <p>- <i>Autonomy of judgment:</i> Students should be able to select and use the conceptual tools acquired during the course to develop their own argumentation, independently, critically, creatively as required by the context of discourse.</p> <p>- <i>Communication skills:</i> Students will learn to expound and enlarge upon ideas acquired during the course, using the specialized language of the discipline, related to the perspective and topics covered, explaining problematics as covered during course work and in the “books and bibliography”</p> <p>- <i>Ability to learn:</i> Students should be able to understand the main issues related to the concept of writing and the relationship between verbal and nonverbal text, such that they are able to recognize, in the independent reading of texts pertaining to the subjects covered, the different approaches and methods</p>
Criteria for assessment and attribution of the final mark	Exams will evaluate the acquisition of competencies relative to semiotics and its specific terminology. In particular the student will be called to show that he or she is informed and capable of responding to the problematics addressed during course lessons and in the books indicated in the syllabus. Each of the skills indicated in the evaluation criteria will be checked,

	including : clarity of expression, understanding of the topics covered during the course, knowledge of the terminology specific to semiotics, creative and critical reading skills linking the topics covered during course work and in the « books and bibliography » indicated in the Syllabus.
Additional information	
	<p>Though not compulsory, attending classes is a right and no doubt advisable.</p> <p>Office hours are available on the Department webpage.</p> <p>Eventual variations in time-table will be communicated via the degree course or teacher web-page.</p> <p>Exam dates are published on the Degree course website and on the Esse3 platform. Exams can only be booked through the Esse3 platform.</p> <p>A official ID card must be presented to sit for exams.</p> <p>For further information see Prof. Susan Petrilli's webpage (http://www.uniba.it/docenti/petrilli-susan); also her website: www.susanpetrilli.com</p> <p>Email address: susanangela.petrilli@uniba.it</p> <p>Students with special problems can write for a personal appointment.</p>