



**UNIVERSITA' DEGLI STUDI DI MILANO**  
**PROGRAMME DESCRIPTION - ACADEMIC YEAR 2020/21**  
**MASTER DEGREE**

**Publishing and Communication, Fashion Cultures (Classe LM-92)**  
**Enrolled from 2014/2015**

### **HEADING**

<b>Degree classification - Denomination and code:</b>	LM-92 Communication theory
<b>Degree title:</b>	Dottore Magistrale
<b>Curricula currently available:</b>	EDITORIA / COMUNICAZIONE / MODA
<b>Length of course:</b>	2 years
<b>Credits required for admission:</b>	180
<b>Total number of credits required to complete programme:</b>	120
<b>Years of course currently available:</b>	1st , 2nd
<b>Access procedures:</b>	Open, subject to entry requirements
<b>Course code:</b>	C84

### **PERSONS/ROLES**

#### **Head of Study Programme**

Prof. Stefano Levati

#### **Tutors - Faculty**

Proff. Nicola Arturo Del Corno, Mario Piotti (Docenti tutor per i piani di studio)  
Prof. Giancarlo Lacchin (Docente tutor per stage e tirocini)  
Prof. Davide Cadeddu (Docente tutor per la mobilità internazionale e l'Erasmus)  
Proff. Lodovica Braidà, Nicola Arturo Del Corno, Stefano Levati (Docenti tutor per ammissione laurea magistrale)

#### **Tutors - Students**

Dott.ssa Nadia Ali Hossen (Studente tutor per i piani di studio)

#### **Degree Course website**

<https://eccm.cdl.unimi.it/it>

#### **Academic Services**

Via Festa del Perdono, 7 20122 Milano Phone 02-50312382 Orario di apertura al pubblico: temporaneamente sospeso  
<http://www.studistorici.unimi.it/ecm/home/organizzazione/strutture-di-servizio/segreteria-didattica> Email: [didatticacomunicazione@unimi.it](mailto:didatticacomunicazione@unimi.it)

#### **Academic Sites**

Via Festa del Perdono, 7 20122 Milano - Via Noto, 8 20141 Milano

#### **Department of Historical Studies Website**

<http://www.studistorici.unimi.it/ecm/home>

#### **Student Registrar**

Via Santa Sofia, 9 20122 Milano <https://www.unimi.it/it/studiare/servizi-gli-studenti/segreterie-infostudenti>

### **CHARACTERISTICS OF DEGREE PROGRAMME**

#### **General and specific learning objectives**

The Master's degree in Publishing, Communication and Fashion Cultures aims to:

a) develop professional skills that ensure an overall vision of the productive activities of the publishing system and of its general problems, ranging from production to consumption, with specific reference to book publishing, offering a wide range of options for in-depth study in the various spheres of the publishing culture, considered as the study of the transmission of texts and the study of the techniques required to publish printed or electronic texts;

b) build linguistic, philosophical, aesthetic, historical, logical and rhetoric skills with special focus on the principles of Information and Communication Technology (ICT), and the theoretical and methodological know-how that is useful for a

detailed analysis of the communication systems of mediological and sectoral languages, to produce texts in the framework of the said languages, to design communication models to be used in the fields of advertising, mass media and corporate communication, also with the support of the telecommunication structures of the University's Service Center for technologies, multimedia and distance teaching (Centro di servizio per le tecnologie e la didattica universitaria multimediale e a distanza, CTU);

c) build competence focused on training professionals skilled in operating in the framework of fashion, with solid humanistic and interdisciplinary knowledge, able to meet the demand for new emerging professional figures in a field that is now consolidated, concerned not only with strictly commercial effects but also with repercussion in terms of culture and identity of the Italian fashion sector, considered as cultural heritage to be optimised (with specialised communication, archives, museums, conventional and electronic exhibitions, websites, etc.).

## **Expected learning outcomes**

### **PUBLISHING**

Graduates will possess adequate knowledges of the history of the book and of the publishing industry, of literature and text transmission, of production and distribution in contemporary publishing, which can be summed up in the following expected programme outcomes: full historical understanding of the publishing system and its culture, of the history of texts and their readings together with the organising dynamics of the publishing industries in the Italian contemporary context as well as in a broader international perspective; and full knowledge of the tools and methodologies for learning and research as well as for the production and diffusion of the book.

Graduates will possess the skill to use the tools and methodologies acquired in the disciplinary fields related to modern and contemporary history, to the history of the book, of publishing, of journalistic culture, to contemporary Italian literature and literary criticism, philology and aesthetics, economy and multimedia publishing, and will be able to apply them both in the direction of research and in relation to the practice of a profession in the publishing industry.

### **COMMUNICATION**

Students will acquire in-depth knowledges and competence in understanding the various disciplinary fields pertaining to communication theories and to the communication systems of the mass media, including specific sectors like that of advertising. The curriculum includes the mastery of the means, of the techniques and of the main tools of communication, information technology, the philosophy of language, linguistics, aesthetics, the psychology of communication, the sociological and juridical disciplines concerning the world of communication... Further training will enable the graduate to navigate the complex historical and theoretical framework of the communication universe, also in accordance with her/his own interests and inclinations.

Students will be able to apply the knowledges they have acquired to the different career fields relating to the study programme by combining theoretical and methodological skills in accordance with the in-depth understanding of the spheres of application.

In order to promote the hands-on direct learning of tools and practical procedures, and to boost the professional training of students and favour their access to the world of work, opportunities will be offered to make internships and work experiences, stages and to participate in other forms of work-related learning, that can entitle students to be registered in their study plans and to can be credited points.

### **FASHION**

The course will provide graduates with adequate training in the historical, sociological, legal, artistic and literary disciplines so as to coordinate their orientation in the fashion system. Such insights play the role of context culture and offer grids of interpretation and orientation, capable of giving adequate coordinates for the development and deepening of sector knowledges and professionalising skills. In particular the aim is to understand the functioning of the specific ideation-production-marketing system of fashion supply chains, the historical-economic aspects, the communication, promotion and advertising tools, with particular reference to the knowledge and management of the fashion archives and the cultural popularization at national and international level.

Graduates will be able to apply the knowledges developed during their work-related learning, using the skills gained with the study of basic subjects, specific subjects, in relation to the various work sectors in which the fashion system is declined: business, advertising, mass media, publishing. Of particular importance will be the application of the knowledges acquired not only to the world of national work but also to its international and global counterparts, in accordance with the characteristics of the fashion world in terms of both languages and productions.

## **Professional profile and employment opportunities**

### **Career:**

The level of knowledge and skills achieved will enable graduates in Publishing and Communication, Fashion Cultures to carry out a working activity, also in responsible positions, in various sectors of publishing companies and more generally in

any public or private organisation that includes publishing activity, as specialists in literary and documentary language disciplines. The high level of education and knowledge in the history of books, publishing, modern and contemporary editions will allow the inclusion of graduates in Publishing, Communication and Fashion Cultures in the offices dedicated to organizing cultural activities in the various spheres of state, regional and municipal public administration, and to assume positions of responsibility in editorial archives, in public and private libraries and study centers or to engage in self-employment as entrepreneurs and administrators or with managerial functions, especially in publishing companies.

The expected professional opportunities also concern the field of communication and dissemination of knowledge in various fields of mass media and advertising, with a high level of mastery of new technologies. In addition to image management in museums and archives, the organization and care of communication events, the professional profile of graduates in this class of studies will allow the conception and organization of diverse and multidisciplinary cultural events, in which the development of visual and multimedia communication models are ideally applied. Moreover, graduates may find employment in the advertising and mass media sectors (also as managers of advertising and public relations departments), as well as managerial functions in national or international organizations.

Finally, graduates will be able to acquire a highly specialized profile in the fashion sector, unique in the current humanistic landscape, which will allow entry into firms operating at multiple levels in the fashion chains, in Italy and abroad. The acquired cultural and professional skills will also allow them to carry on managerial jobs in fashion newspapers and magazines, specialized agencies, public relations offices, institutional archives, public and private cultural bodies linked to the world of fashion, and will prepare entrepreneurs and managers in manufacturing and commercial fashion companies.

At the end of their course of study graduates in Publishing and Communication, Fashion Cultures will possess the cultural competence needed to access a PhD programme. They will also be eligible, after due selection, for the Master's degree programme in Book Publishing organised by the Faculty of Humanities of the Università degli Studi di Milano in partnership with Fondazione Mondadori and with Associazione Italiana Editori or for the Master's degree programme in Public History and the Master's degree programme in Digital Humanities organised by the Department of Historical Studies of the Università degli Studi di Milano, the first in partnership with Fondazione Feltrinelli and the second in partnership with Municipality of Milan.

## **EXPERIENCE OF STUDY ABROAD AS PART OF THE TRAINING PROGRAM**

The University of Milan supports international mobility by providing its students with the opportunity to spend study and internship periods abroad. It is a unique chance to enrich your educational path in a new exciting environment.

The agreements entered into by the University with over 300 universities from 30 different countries under the European Erasmus+ programme allow regularly enrolled students to carry out part of their studies at one of the partner universities or to undertake internships at companies, training and research centres and other organizations.

Similar international mobility opportunities are provided outside Europe, through agreements with a number of prestigious institutions.

### **Study and internships abroad**

Our undergraduate course offers the opportunity to live a learning experience abroad, through the Erasmus Plus Program, for a period of 5-6 months, in various campuses in Spain, France, Germany, Poland, Sweden, Finland and the UK, with the possibility to either extend or repeat the experience up to 12 months in total. It is addressed to students interested in activities such as attending courses, doing research and writing theses, in academic disciplines that fall within the information and communication sciences, the publishing sciences, the fine arts, performing arts and fashion.

In particular, our university has active international cooperation agreements with the universities of Stockholm, Helsinki, all of which offer courses entirely taught in English; with the Spanish universities of Madrid and Zaragoza; with French campuses in Paris, Lille, Montpellier, Le Mans, Avignon; and with Wrocław in Poland and Heidelberg University, Germany. Exams taken abroad, research activity and dissertations will get credit recognition after agreeing upon a learning plan with the host university. Before leaving, students define a learning agreement according to the exams they intend to take and the activities they will engage in at the partner university, in line with their Italian curriculum.

The undergraduate course also promotes the Erasmus Plus Traineeship Program, which also includes mobility for graduate students (within 12 months of obtaining their degrees) enabling them to visit foreign institutions (to be determined on a case by case basis), for a traineeship period that, upon mutual agreement, will be recognized through university credits and recorded in the 'Europass' document.

### **How to participate in Erasmus mobility programs**

The students of the University of Milan can participate in mobility programmes, which last 3 to 12 months, through a public selection procedure.

Ad hoc commissions will evaluate:

- the candidate's proposed study programme abroad
- his/her foreign language proficiency
- the reasons behind his/her application

Call for applications and informative meetings

The public selection generally begins around February each year with the publication of a call for applications specifying the destinations, with the respective programme duration, requirements and online application deadline.

Every year, before the deadline for the call, the University organizes informative meetings to illustrate opportunities and rules for participation to students.

#### Erasmus+ scholarship

The European Union grants the winners of the Erasmus+ programme selection a scholarship to contribute to their mobility costs, which is supplemented by the University funding for disadvantaged students.

#### Language courses

Students who pass the selections for mobility programmes can benefit from intensive foreign language courses offered each year by the University.

Learn more at <https://www.unimi.it/en/international/study-abroad/studying-abroad-erasmus>

For assistance, please contact:

International Mobility Office

Via Santa Sofia 9 (second floor)

Tel. 02 503 13501-12589-13495-13502

E-mail: [mobility.out@unimi.it](mailto:mobility.out@unimi.it)

Desk opening hours: Monday to Friday 9 am - 12 noon

<b>2nd COURSE YEAR Core/compulsory courses/activities common to all curricula</b>		
Learning activity	Ects	Sector
Research and introduction to the profession laboratory, preparatory to the preparation of the thesis	3	NA
Total compulsory credits	3	
<b>End of course requirements common to all curricula</b>		
Final exam	24	NA
Total compulsory credits	24	

### ACTIVE CURRICULA LIST

EDITORIA Course years currently available: 1st , 2nd

COMUNICAZIONE Course years currently available: 1st , 2nd

MODA Course years currently available: 1st , 2nd

### CURRICULUM: [C84-A] EDITORIA

<b>1st COURSE YEAR Core/compulsory courses/activities Curriculum-specific features EDITORIA</b>		
Learning activity	Ects	Sector
Contemporary italian literature and publishing system	9	L-FIL-LET/11
Digital Publishing	6	SPS/08
Social history of the spectacle	9	M-STO/04
Visual culture	6	L-ART/06
Total compulsory credits	30	
<b>Elective courses Curriculum-specific elective courses for EDITORIA</b>		
<b>6 credits to choose from</b>		
Information and web communication science	6	INF/01
Media linguistics	6	L-FIL-LET/12
Philosophical Analysis	9	M-FIL/05
<b>9 credits to choose from</b>		
Aesthetics of objects	9	M-FIL/04
Representation and image theories	6	M-FIL/04
<b>9 credits in a course of your choice</b>		
<b>3 credits acquired with a laboratory</b>		
<b>2nd COURSE YEAR Core/compulsory courses/activities Curriculum-specific features EDITORIA</b>		
Learning activity	Ects	Sector
History of printing and publishing systems	9	M-STO/08
Total compulsory credits	9	
<b>Elective courses Curriculum-specific elective courses for EDITORIA</b>		
<b>6+6 credits to choose from</b>		
<b>(ATTENTION: Storia della cultura contemporanea and Storia del mondo contemporaneo are alternatives to each other)</b>		

Contemporary history of political thought	6	SPS/02
Fashion communication and publishing	6	M-STO/04
History of contemporary culture	6	M-STO/04
History of contemporary world	6	M-STO/04
<b>9 credits to choose from</b>		
18th and 19th century Italian literature	9	L-FIL-LET/11
Archival records management	9	M-STO/08
Comparative literature	9	L-FIL-LET/14
Contact Linguistics	9	L-LIN/01
Cultural history of modern age	9	M-STO/02
Digital librarianship	9	M-STO/08
Economy of the publishing industry	9	SECS-P/07
History of literary genres	9	L-FIL-LET/10
Library and Archival History	9	M-STO/08
Theory and techniques of English translation	9	L-LIN/12
Theory and techniques of French translation	9	L-LIN/04
Theory and techniques of German translation	9	L-LIN/14
Theory and techniques of Russian translation	9	L-LIN/21
Theory and techniques of Spanish translation	9	L-LIN/07
Theory of literature	9	L-FIL-LET/14
<b>6 credits internship</b>		

**CURRICULUM: [C84-B] COMUNICAZIONE**

<b>1st COURSE YEAR Elective courses Curriculum-specific elective courses for COMUNICAZIONE</b>		
<b>9 credits to choose from</b>		
Italian language and music lyrics	9	L-FIL-LET/12
Media linguistics	9	L-FIL-LET/12
<b>6 credits to choose from</b>		
Aesthetics of objects	6	M-FIL/04
Philosophical Analysis	6	M-FIL/05
Representation and image theories	9	M-FIL/04
<b>9 credits to choose from</b>		
Contemporary history of political thought	9	SPS/02
Social history of the spectacle	9	M-STO/04
<b>9 credits to choose from</b>		
18th and 19th century Italian literature	9	L-FIL-LET/11
Comparative literature	9	L-FIL-LET/14
Contemporary Italian literature and publishing system	9	L-FIL-LET/11
History of literary genres	9	L-FIL-LET/10
Theory of literature	9	L-FIL-LET/14
<b>9 credits in a course of your choice</b>		
<b>3 credits acquired with a laboratory</b>		
<b>6+6 credits to choose from</b>		
<b>(ATTENTION: Filmologia and Cinematografia documentaria are alternatively among them)</b>		
Documentary Cinema	6	L-ART/06
Filmology	6	L-ART/06
Information and web communication science	6	INF/01
Theories and cultures of advertising	6	L-ART/06
Visual culture	6	L-ART/06
<b>2nd COURSE YEAR Elective courses Curriculum-specific elective courses for COMUNICAZIONE</b>		
<b>6+6 credits to choose from</b>		
Culture of journalism	6	SPS/08
Social anthropology	6	M-DEA/01
Theories and techniques of radio and TV communication	6	SPS/08
<b>9+9 credits to choose from</b>		
<b>(Attention: Lingua francese 1 and Lingua russa 1 are alternatives to each other)</b>		
Contact Linguistics	9	L-LIN/01
Cultural history of modern age	9	M-STO/02
French 1	9	L-LIN/04
Geography	9	M-GGR/01
History of Photography	9	L-ART/03
Russian 1	9	L-LIN/21
Sources, models and languages of contemporary art	9	L-ART/03
<b>6 credits internship</b>		

**CURRICULUM: [C84-C] MODA**

<b>1st COURSE YEAR Core/compulsory courses/activities Curriculum-specific features MODA</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Aesthetics of objects	9	M-FIL/04
History and Documentation of Fashion	9	M-STO/04
Media linguistics	6	L-FIL-LET/12
	Total compulsory credits	24
<b>Elective courses Curriculum-specific elective courses for MODA</b>		

<b>6+6 credits to choose from</b> <b>(ATTENTION: Filmologia and Cinematografia documentaria are alternatively among them)</b>		
Documentary Cinema	6	L-ART/06
Filmology	6	L-ART/06
Information and web communication science	6	INF/01
Theories and cultures of advertising	6	L-ART/06
Visual culture	6	L-ART/06
<b>9 credits to choose from</b>		
18th and 19th century Italian literature	9	L-FIL-LET/11
Contemporary italian literature and publishing system	9	L-FIL-LET/11
Literature, fashion and costume in contemporary Italy	9	L-FIL-LET/11
<b>9 credits in a course of your choice</b>		
<b>3 credits acquired with a laboratory</b>		
<b>2nd COURSE YEAR Core/compulsory courses/activities Curriculum-specific features MODA</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Economy and culture of the fashion system	9	M-STO/04
	Total compulsory credits	9
<b>Elective courses Curriculum-specific elective courses for MODA</b>		
<b>6+6 credits to choose from</b>		
Culture of journalism	6	SPS/08
Digital Publishing	6	SPS/08
Fashion communication and publishing	6	M-STO/04
Theories and techniques of radio and TV communication	6	SPS/08
<b>9 credits to choose from</b>		
Contact Linguistics	9	L-LIN/01
French 1	9	L-LIN/04
History of Photography	9	L-ART/03
Russian 1	9	L-LIN/21
Social history of the spectacle	9	M-STO/04
<b>6 credits internship</b>		