



**UNIVERSITA' DEGLI STUDI DI MILANO**  
**PROGRAMME DESCRIPTION - ACADEMIC YEAR 2024/25**  
**MASTER DEGREE**

**Publishing and Communication, Fashion Cultures (Classe LM-92)**  
**Enrolled from 2021/2022 academic year**

### **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. Davide Cadeddu

#### **Tutors - Faculty**

Prof.ssa Virna Brigatti (Docente tutor per i piani di studio)  
Prof.ssa Silvia Antonia Conca (Docente tutor per stage e tirocini)  
Prof. Pompeo D'Alessandro (Referente Erasmus+ Studio)  
Prof.ssa Silvia Antonia Conca (Referente Erasmus+ Traineeship)  
Proff. Davide Cadeddu, Bruno Pischedda (Docenti tutor per ammissione laurea magistrale)

#### **Tutors - Students**

Dott.ssa Fiorenza De Gregorio (Studente tutor per i piani di studio)  
Ricevimento Studenti: Martedì 12.30-14.30 su appuntamento  
Email: [fiorenza.degregorio@studenti.unimi.it](mailto:fiorenza.degregorio@studenti.unimi.it)

#### **Degree Course website**

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

#### **Academic Services**

Via Festa del Perdono, 7 20122 Milano (Cortile Legnaia) Phone 02-50312382 Ricevimento Studenti: Lunedì e Mercoledì 09.30-12.30 su appuntamento <https://studistorici.unimi.it/it/dipartimento/segreterie-e-servizi/segreteria-didattica> Email: [didatticacomunicazione@unimi.it](mailto:didatticacomunicazione@unimi.it)

#### **Contact person for the world of school**

Prof.ssa Virna Brigatti Email: [virna.brigatti@unimi.it](mailto:virna.brigatti@unimi.it)

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

<https://studistorici.unimi.it/it/>

#### **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**

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.

## **Initial knowledge required**

### **ADMISSION REQUIREMENTS**

#### **A) STUDENTS WITH ITALIAN EDUCATIONAL QUALIFICATIONS**

Access to the Master's degree programme is subject to an aptitude test aimed at ascertaining the adequacy of the candidate's personal knowledge, as provided by the Academic Board and the Department Board.

In addition, applicants must meet the following curricular requirements.

1. Graduates in Liberal Studies in Communication (class L-20) are admitted to the Master's degree programme;

2. Graduates from the following Bachelor's degree programmes are likewise admitted:

L-1 Studies in Cultural Heritage

L-3 Visual and Performing Arts, and Fashion Studies

L-5 Philosophy

L-10 Humanities

L-19 Education and Training Studies

L-42 History

provided they have earned at least 60 credits (CFU) in the following academic fields:

INF/01 Computer science, ING-INF/05 Data processing systems, IUS/01 Private law, IUS/08 Constitutional law, IUS/09 Institutions of public law, IUS/10 Administrative law, IUS/14 European Union law, IUS/20 Philosophy of law, L-ART/03 History of contemporary art, L-ART/05 Performing arts, L-ART/06 Cinema, photography and television, L-ART/07 Musicology and music history, L-FIL-LET/10 Italian literature, L-FIL-LET/11 Contemporary Italian literature, L-FIL-LET/12 Italian linguistics, L-LIN/01 Glottology and linguistics, L-LIN/03 French literature, L-LIN/04 French language and translation, L-LIN/05 Spanish literature, L-LIN/06 Hispanic American language and literature, L-LIN/07 Spanish language and translation, L-LIN/08 Portuguese and Brazilian literature, L-LIN/09 Portuguese and Brazilian language and translation, L-LIN/10 English literature, L-LIN/11 Anglo-American language and literature, L-LIN/12 English language and translation, L-LIN/13 German literature, L-LIN/14 German language and translation, L-LIN/15 Nordic literature, L-LIN/21 Slavic studies, M-FIL/01 Theoretical philosophy, M-FIL/04 Aesthetics, M-FIL/05 Philosophy and theory of language, M-STO/02 Modern history, M-STO/04 Contemporary history, SECS-P/01 Political economy, SECS-P/02 Economic policy, SECS-P/06 Applied economics, SECS-P/07 Business administration, SECS-P/08 Corporate finance, M-PSI/01 General psychology, M-PSI/05 Social psychology, SPS/07 General sociology, SPS/08 Sociology of culture and communication.

3. Graduates from Bachelor's degree programmes of other classes, as well as graduates from academies, art and design institutes, who have earned at least 9 CFU in each of the following four groups are also admitted:

- L-ART/03 History of contemporary art, L-ART/05 Performing arts, L-ART/06 Cinema, photography and television, L-

ART/07 Musicology and history of music

- L-FIL-LET/10 Italian literature, L-FIL-LET/11 Contemporary Italian literature, L-FIL-LET/12 Italian linguistics

- M-FIL/04 Aesthetics, M-FIL/05 Philosophy and theory of languages

- M-STO/02 Modern history, M-STO/04 Contemporary history

provided they have earned at least 54 additional credits (CFU) in the following academic fields, totalling 90 CFU:

INF/01 Computer science, ING-INF/05 Data processing systems, IUS/01 Private law, IUS/08 Constitutional law, IUS/09 Institutions of public law, IUS/10 Administrative law, IUS/14 European Union law, L-ART/02 History of modern art, L-ART/03 History of contemporary art, L-ART/05 Performing arts, L-ART/06 Cinema, photography and television, L-ART/07 Musicology and music history, L-FIL-LET/10 Italian literature, L-FIL-LET/11 Contemporary Italian literature, L-FIL-LET/12 Italian linguistics, L-FIL-LET/14 Literary criticism and comparative literature, L-LIN/01 Glottology and linguistics, L-LIN/03 French literature, L-LIN/04 French language and translation, L-LIN/05 Spanish literature, L-LIN/06 Hispanic American language and literature, L-LIN/07 Spanish language and translation, L-LIN/08 Portuguese and Brazilian literature, L-LIN/09 Portuguese and Brazilian language and translation, L-LIN/10 English literature, L-LIN/11 Anglo-American language and literature, L-LIN/12 English language and translation, L-LIN/13 German literature, L-LIN/14 German language and translation, L-LIN/15 Nordic literature, L-LIN/21 Slavic studies, M-FIL/01 Theoretical philosophy, M-FIL/02 Logic and philosophy of science, M-FIL/03 Moral philosophy, M-FIL/04 Aesthetics, M-FIL/05 Philosophy and theory of language, M-GGR/01 Geography, M-GGR/02 Economic and political geography, M-STO/01 Medieval history, M-STO/02 Modern history, M-STO/04 Contemporary history, SECS-P/01 Political economy, SECS-P/02 Economic policy, SECS-P/06 Applied economics, SECS-P/07 Business administration, SECS-P/08 Corporate finance, SECS-P/12 Economic history, M-PSI/01 General psychology, M-PSI/05 Social psychology, SPS/02 History of political thought, SPS/03 History of political institutions, SPS/07 General sociology, SPS/08 Sociology of culture and communication.

The assessment of the curricular requirements will take place through interviews. Please refer to the next section.

## B) STUDENTS WITH FOREIGN EDUCATIONAL QUALIFICATIONS

Candidates with foreign qualifications will be assessed based on their academic transcript and Italian language proficiency. This assessment will take place through an interview. Please refer to the next section.

## ADMISSION ASSESSMENT

### A) STUDENTS WITH ITALIAN EDUCATIONAL QUALIFICATIONS

Graduates and upcoming graduates of Bachelor's degree programmes may apply for admission, as well as Master's students who intend to transfer from another programme or campus.

Each candidate will be required to complete the online pre-application procedure as set out on the page:

<https://www.unimi.it/it/studiare/frequentare-un-corso-di-laurea/isciversi/isciversi-un-corso-magistrale>

and according to the deadlines shown on the page:

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

Two steps are required for admission to the study programme: passing a mandatory test aimed at assessing the candidate's skills, and an interview to ascertain curricular requirements.

#### Mandatory test

The assessment test will take place the day and the time indicated at the following link:

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

Test details will be posted to:

<https://www.unimi.it/it/studiare/frequentare-un-corso-di-laurea/isciversi/isciversi-un-corso-magistrale>

The test is aimed at assessing the basic knowledge required to enrol, and will consist of multiple-choice questions in the following areas:

- history / philosophy

- literature / language

- history of art / theatre / film

- journalism / media / current affairs

The verification tests will be considered passed if the candidates are placed in the best 60% with respect to the overall results; the verification tests will not be considered passed if the candidates are placed in the worst 40% compared to the overall results.

#### Interviews for the assessment of curricular requirements

The interviews for assessing curricular requirements will be held on the dates that will be posted to the degree programme website at:

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

Candidates may show up on one of the interview dates at their choice. (Once you submit your admission application, we suggest you show up on the first date available, even if prior to the test.)

## B) STUDENTS WITH FOREIGN EDUCATIONAL QUALIFICATIONS

Each candidate will be required to complete the online pre-application procedure as set out on the page:

<https://www.unimi.it/it/studiare/frequentare-un-corso-di-laurea/iscriversi/iscriversi-un-corso-magistrale>

and according to the deadlines shown on the page:

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

Candidates with foreign qualifications will be waived from the test requirement and will be assessed based only on their academic transcript and Italian language proficiency.

Candidates must show up on the only interview date available, to be posted to the degree programme website at:

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

All applicants will be notified of the interview date.

### **Compulsory attendance**

Course attendance is recommended, though not mandatory. However, attendance is required for training activities such as laboratories and internships.

### **Internship criteria**

Students are required to complete an internship worth 6 credits for a minimum duration of 180 hours and a maximum duration, as a rule, of 500 hours.

All information regarding Humanities internships, as well as alternative workshops, are posted to the University website at:

<https://www.unimi.it/it/studiare/stage-e-lavoro/stage-e-tirocini/tutor-tirocini-curricolari-e-cfu/tirocini-studi-umanistici>

### **Degree programme final exams**

Once they have earned 96 credits, students are admitted to the final exam, which may award an additional 24 credits, for a total of 120 credits.

Upcoming graduates will write the final paper under the guidance of a supervisor and a co-supervisor, working on public and private archives, statistical data, reasoned bibliographies, national and international publications. In addition, students will practice their text structuring and writing skills. If the final exam is a practical exam (project, field research, digital or multimedia product), rather than a written paper, student will practice their computer skills and prove their ability to create a multimedia product. In both cases, students will create an original product by applying the skills learned over their course of study as well as contributing something new. Moreover, they may interact with the world of work, by collecting data and materials or through interviews with high-standing professionals.

Once they have conducted research and written their thesis, they will defend it before a board including their supervisor and co-supervisor.

The final exam will award up to 6 points.

The degree mark is on a scale of 110, the highest score being 110/110 cum laude.

To learn more on how the degree mark is awarded and the examining board set-up, please refer to the provisions of the Faculty of Humanities.

## ***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 the 27 EU member 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, Holland, Poland, United Kingdom, Czech Republic and Sweden, 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 university of Stockholm, which offer courses entirely taught in English; with the Spanish universities of Barcelona, Madrid and Zaragoza; with French campuses in Paris, Lille, Montpellier, Le Mans, Avignon; with Heidelberg in Germany; with Rotterdam in Holland; with Warsaw and Wroclaw in Poland; with Cardiff in the United Kingdom; with Prague in the Czech Republic.

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

How to participate in Erasmus+ mobility programmes

The students of the University of Milan can participate in mobility programmes, through a public selection procedure.

Ad hoc commissions will evaluate:

- Academic career
- 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 for Erasmus+ mobility for study generally begins around February each year with the publication of a call for applications specifying destinations and requirements. Regarding the Erasmus+ Mobility for Traineeship, the University of Milan usually publishes two calls a year enabling students to choose a destination defined by an inter-institutional agreement or to find a traineeship position on their own.

The University organizes informative meetings to illustrate mobility opportunities and rules for participation.

Erasmus+ scholarship

The European Union grants the winners of the Erasmus+ programme selection a scholarship to contribute to their mobility costs, which may be 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 Language Centre (SLAM).

<https://www.unimi.it/en/node/8/>

Learn more at <https://www.unimi.it/en/node/274/>

For assistance, please contact:

International Mobility Office

Via Santa Sofia 9 (second floor)

Tel. 02 503 13501-12589-13495-13502

Contacts: InformaStudenti; [mobility.out@unimi.it](mailto:mobility.out@unimi.it)

Student Desk booking through InformaStudenti

<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
Social history of the spectacle	9	M-STO/04
Total compulsory credits	18	
<b>Elective courses Curriculum-specific elective courses for EDITORIA</b>		

<b>6 credits to be acquired in one of the following subjects</b>		
Italian Language and Music Lyrics	6	L-FIL-LET/12
Media linguistics	6	L-FIL-LET/12
<b>9 credits to be acquired in one of the following subjects</b>		
Aesthetics of objects	9	M-FIL/04
Representation and image theories	9	M-FIL/04
<b>9 credits to be acquired in free choice courses (Requests to repeat an exam, for a maximum total of 18 ECTS, must be justified to the teacher in charge of the course, who will agree on the relevant exam programme)</b>		
<b>3 credits to be acquired in a laboratory</b>		
<b>6+6 credits to be acquired in two of the following subjects</b>		
Contact Linguistics	6	L-LIN/01
Information and web communication science	6	INF/01
Philosophy of language	6	M-FIL/05
Visual culture	6	L-ART/06
<b>2nd COURSE YEAR Core/compulsory courses/activities Curriculum-specific features EDITORIA</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Digital Publishing	6	SPS/08
History of printing and publishing systems	9	M-STO/08
Total compulsory credits	15	
<b>Elective courses Curriculum-specific elective courses for EDITORIA</b>		
<b>6 credits to be acquired in one of the following subjects</b>		
Fashion publishing and new media communication	6	SPS/08
History of contemporary culture	6	M-STO/04
History of Contemporary Political Thought	6	SPS/02
History of Contemporary World	6	M-STO/04
History of parties and political cultures	6	M-STO/04
Political marketing and ideologies in history	6	SPS/02
<b>9 credits to be acquired in one of the following subjects</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
Cultural history of modern age	9	M-STO/02
Digital librarianship	9	M-STO/08
Economy and culture of the cooperative enterprises	9	SECS-P/07
Economy of the publishing industry	9	SECS-P/07
Editorial philology	9	L-FIL-LET/11
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 to be acquired with an internship</b>		

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

<b>1st COURSE YEAR Elective courses Curriculum-specific elective courses for COMUNICAZIONE</b>		
<b>9 credits to be acquired in one of the following subjects</b>		
Italian Language and Music Lyrics	9	L-FIL-LET/12
Media linguistics	9	L-FIL-LET/12
<b>6 credits to be acquired in one of the following subjects</b>		
Aesthetics of objects	6	M-FIL/04
Representation and image theories	6	M-FIL/04
<b>9 credits to be acquired in one of the following subjects</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
Editorial philology	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 to be acquired in free choice courses (Requests to repeat an exam, for a maximum total of 18 ECTS, must be justified to the teacher in charge of the course, who will agree on the relevant exam programme)</b>		
<b>3 credits to be acquired in a laboratory</b>		
<b>6+6 credits to be acquired in two of the following subjects</b>		
Advertising theories and communication design	6	L-ART/06
Information and web communication science	6	INF/01
Visual culture	6	L-ART/06
<b>9 credits to be acquired in one of the following subjects</b>		
History of contemporary culture	9	M-STO/04
History of Contemporary World	9	M-STO/04
History of parties and political cultures	9	M-STO/04
Social history of the spectacle	9	M-STO/04
<b>2nd COURSE YEAR Elective courses Curriculum-specific elective courses for COMUNICAZIONE</b>		

<b>6+6 credits to be acquired in two of the following subjects</b>		
Communication and sustainability	6	SPS/08
Culture of journalism	6	SPS/08
Social anthropology	6	M-DEA/01
Theories and techniques of radio and TV communication	6	SPS/08
Transcultural Psychology	6	M-PSI/05
<b>9 credits to be acquired in one of the following subjects</b>		
Business History and Archives	9	SECS-P/12
Contact Linguistics	9	L-LIN/01
Cultural history of modern age	9	M-STO/02
Economy and culture of the cooperative enterprises	9	SECS-P/07
French 1	9	L-LIN/04
History of Photography	9	L-ART/03
Public communication in the history of institutions	9	SPS/03
Russian 1	9	L-LIN/21
Sources, models and languages of contemporary art	9	L-ART/03
Urban geography	9	M-GGR/01
<b>6 credits to be acquired with an internship</b>		
<b>9 credits to be acquired in one of the following subjects</b>		
History of Contemporary Political Thought	9	SPS/02
Political marketing and ideologies in history	9	SPS/02

**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
Literature, fashion and costume in contemporary Italy	9	L-FIL-LET/11
Media linguistics	6	L-FIL-LET/12
Total compulsory credits		33
<b>Elective courses Curriculum-specific elective courses for MODA</b>		
<b>6+6 credits to be acquired in two of the following subjects</b>		
Advertising theories and communication design	6	L-ART/06
Information and web communication science	6	INF/01
Philosophy of language	6	M-FIL/05
Visual culture	6	L-ART/06
<b>9 credits to be acquired in free choice courses (Requests to repeat an exam, for a maximum total of 18 ECTS, must be justified to the teacher in charge of the course, who will agree on the relevant exam programme)</b>		
<b>3 credits to be acquired in 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>
Made-in-Italy culture in fashion and design	9	M-STO/04
Total compulsory credits		9
<b>Elective courses Curriculum-specific elective courses for MODA</b>		
<b>6+6 credits to be acquired in two of the following subjects</b>		
Communication and sustainability	6	SPS/08
Culture of journalism	6	SPS/08
Digital Publishing	6	SPS/08
Fashion publishing and new media communication	6	SPS/08
History of symbolic communication in the contemporary era	6	M-STO/04
Theories and techniques of radio and TV communication	6	SPS/08
<b>9 credits to be acquired in one of the following subjects</b>		
Business History and Archives	9	SECS-P/12
Contact Linguistics	9	L-LIN/01
Economy and culture of the cooperative enterprises	9	SECS-P/07
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
Sources, models and languages of contemporary art	9	L-ART/03
<b>6 credits to be acquired with an internship</b>		