

UNIVERSITA' DEGLI STUDI DI MILANO PROGRAMME DESCRIPTION - ACADEMIC YEAR 2025/26 BACHELOR

LIBERAL HUMANISTIC STUDIES FOR COMMUNICATION (Classe L-20 R)

Enrolled in 2025/2026 academic year

HEADING	
Degree classification - Denomination	L-20 R
and code:	
Degree title:	Dottore
Length of course:	3
Total number of credits required to	180
complete programme:	
Years of course currently available:	1st
Access procedures:	Cap on student, student selection based on entrance test
Course code:	CAE

PERSONS/ROLES

Head of Study Programme

Prof. Davide Cadeddu

Tutors - Faculty

Prof.ssa Chiara Meluzzi (Docente tutor per i piani di studio)

Prof.ssa Elisabetta Crivelli (Docente tutor per stage e tirocini)

Prof.ssa Giulia Bassi (Referente Erasmus+ Studio)

Prof.ssa Elisabetta Crivelli (Referente Erasmus+ Traineeship)

Tutors - Students

Dott.ssa Fiorenza De Gregorio (Studentessa tutor per i piani di studio)

Ricevimento Studenti: Giovedì 12.30-14.30 su appuntamento

Email: fiorenza.degregorio@studenti.unimi.it

Degree Course website

https://scienzeumanistichecomunicazione.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

Contact person for the world of school

Prof.ssa Virna Brigatti Email: virna.brigatti@unimi.it

Department of Historical Studies "Federico Chabod" Website

https://studistorici.unimi.it/it/

Student Registrar

Via Santa Sofia, 9 20122 Milano Phone 02-50325032 https://www.unimi.it/it/studiare/servizi-gli-studenti/segreterie-infostudenti

CHARACTERISTICS OF DEGREE PROGRAMME

General and specific learning objectives

The Bachelor's degree programme in Liberal Studies in Communication is designed to equip students with the theoretical, technical and practical competencies needed to work in the world of information and communication. In particular, the programme provides students with a solid knowledge of multimedia (radio, television, cinema, newspapers, Internet, etc.), with a focus on historical and cultural traditions, aesthetic and philosophical reflection, language and entertainment.

The study plan comprises core courses encompassing the areas of semiotics, linguistics, literary studies and information technology (e.g. courses on glottology and linguistics, contemporary Italian literature, foreign languages and computer science). These are complemented with courses which are peculiar to the degree programme and focus on the methods, analysis and techniques of communication (aesthetics, philosophy and theory of language, history of contemporary art,

musicology and history of music, performing arts, cinema, photography and television) as well as on human, economic and social sciences (demology, ethnology and anthropology, social psychology, sociology of culture and communication). Some of these courses are compulsory, whereas others are to be chosen among a set of options. An additional focus is placed on important branches of law, history, politics and philosophy, such as contemporary history, history of political thought, history of political institutions, constitutional law, media law. The study plan also includes supplementary and elective courses, for example on musical dramaturgy, foreign literatures, history of political communication, history of printing and publishing, economic history, all of them contributing to enriching the contents of the programme.

Students must demonstrate knowledge of English and another language of the European Union (to be chosen between French, Spanish or German). As regards English, students will have to sit a compulsory exam during their first year; as for the second foreign language, they will have to sit an assessment test during their second year. The job-oriented nature of this degree programme is prominent in a number of courses, as well as in the workshops included in the first, second and third year study plan. In particular, workshop activities and the third-year internship are aimed at providing students with data processing and analysis skills, as well as with the ability to produce communication materials for both traditional and digital media.

By the end of the programme, students are expected to reach proficiency in English at level B1 under the Common European Framework for Languages (CEFR).

Moreover, graduates will have developed a set of soft skills enabling them to work for different types of media outlets, including a high degree of operational autonomy and a collaborative approach to teamwork. Lastly, they will be able to properly communicate the objectives and results of their activities and to continuously update their knowledge and expertise.

Expected learning outcomes

KNOWLEDGE AND UNDERSTANDING

The programme has a clear focus on teaching students how to use the Italian language effectively and appropriately according to the specificities of different job profiles, with particular regard to the language of the media. By the end of the three-year programme, students should also have acquired basic IT literacy skills, plus a sound knowledge of history, literatures, languages, philosophy and arts, as needed to pursue a career in communication, in Italy or abroad. Students develop this knowledge and understanding by participating in lectures, workshops, seminars and internships, but also through individual study, which is an essential element of all courses. Learning outcomes are tested by way of interim assessments, theoretical and practical exercises and a final exam (written or oral) for each course.

APPLYING KNOWLEDGE AND UNDERSTANDING

By graduation, students should be able to apply the knowledge and understanding acquired during the programme in work environments related to their studies. More specifically, they should be able to deploy their technical and practical knowhow in relation to traditional oral and written communication (the publishing industry, the press, etc.), mass media (radio, television, cinema, newspapers, etc.) and the new digital tools.

Students learn to apply knowledge and understanding during lectures, workshops, seminars and internships, but also through individual study, which is an essential element of all courses. Learning outcomes are tested by way of interim assessments, theoretical and practical exercises and a final exam (written or oral) for each course.

In addition to workshops and internships, another way for students to practice their ability to apply knowledge and understanding is to participate in study and traineeship mobility programmes with partner universities in other countries.

MAKING JUDGEMENTS

Students are expected to have a thorough understanding of the subject areas covered by the programme. With particular regard to the field of communication, they will be able to collect and interpret data to form their own opinions and reflections, developing arguments and topics that are consistent with the interdisciplinary approach of the programme.

Strong critical thinking skills and independent judgement-making are non-negotiable for anyone wishing to work in communication. History, philosophy, logic, literatures and languages are key elements of the learning pathway to achieve these goals.

In addition to the ordinary academic activities (lectures, interim tests, end-of-course-exams and the final thesis), the programme is integrated with a series of workshops and the internship.

COMMUNICATION SKILLS

The core focus of the programme is on the complex nature and forms of communication, which play a crucial role in affecting relational dynamics and driving critical reflection within different cultural sectors. Therefore, students will acquire solid and effective tools to clearly communicate the contents studied during the programme to different types of audience, particularly through linguistics and literature courses. Teaching and assessment methods are related to the peculiarities of each course. These activities are complemented with a number of workshops, plus the study of English and another language of the European Union, to be chosen by the student. Some of these courses or workshops may also be held online.

LEARNING SKILLS

Besides passing course exams and participating in workshops and the internship, students will have to demonstrate specific learning skills by researching and examining bibliographic sources, querying databases and looking for information on the internet. Moreover, they will have to be able to update their knowledge, also with a view to preparing the final thesis. Courses on archival studies, bibliography, librarianship and computer science notably contribute to students reaching these learning outcomes. The thesis work plays a crucial role in developing students' skills and disposition to learning and research. Indeed, the final exam requires students to work together with their supervisor to conceive a thesis project allowing them to showcase their specialist knowledge and analytical skills, based on their learning pathway, personal interests and critical sensibility. Students are also required to autonomously look for information, documents and bibliographic sources to develop the thesis topic, and to critically process the information and data collected to produce an original contribution to the subject.

Professional profile and employment opportunities

PROFESSIONAL PROFILE

Thanks to the knowledge and skills acquired during the programme, graduates will be able to take on professional roles in the areas of information, communication and public relations.

After completing a 18-month professional training recognised by the Ordine dei Giornalisti (Italian Order of Journalists), and upon passing the State Exam, they will be licensed to work as journalists.

CAREER OPPORTUNITIES

1) Web technicians (digital media managers, social media managers, web communication managers and web content managers)

Job function:

These technicians support web designers and web analysts in the development, configuration, management, maintenance and optimisation of websites, intranet platforms and servers. More specifically, they take care of the following:

- design of static and dynamic websites, as well as social media pages;
- development of static and dynamic websites, as well as social media pages;
- management and maintenance of static and dynamic websites, as well as social media pages;
- search engine optimisation (SEO);
- promotion of websites and social media pages on the Internet.

Professional skills:

- basic IT literacy, web design and social media planning
- online communication and web writing
- internet marketing
- knowledge of sociology of new media, semiotics of new media and digital humanities

Potential employers:

- companies and organisations providing web communication services to other parties
- companies and organisations who manage their online communication and social media presence in-house
- web communication/social media departments of companies and public administrations

2) Advertising technicians

Job function:

These technicians assist senior specialists in:

- promoting the products and services of a company or organisation;
- creating a positive image of the company or organisation;
- planning and developing different types of promotional and advertising campaigns, using various channels.

Professional skills:

- basic knowledge of marketing, mass communication and market analysis strategies
- storytelling analysis, ability to understand the meanings and values linked to a brand or product
- marketing campaign analysis, knowledge of traditional and new media

Potential employers:

- advertising agencies
- companies, organisations and consulting firms active in tourism marketing
- communication departments of companies or organisations
- public relations offices of public administrations

3) Public relations technicians

Job function:

These technicians assist senior specialists in:

- researching, selecting, collecting and organising communication and marketing materials for the company or institution;
- organising and sponsoring events which are not strictly linked to advertising, but help give visibility to the company or institution.

Professional skills:

- ability to analyse communication and information campaigns run by different actors (companies, organisations,

institutions, etc.)

- expertise with traditional and new media, advertising, mass communication and corporate communication
- Potential employers:
- public relations and event management companies/consulting firms
- communication departments of companies or organisations
- public relations offices of public administrations

4) Fair, exhibition and cultural event organisers

Job function:

Fair, exhibition and cultural event organisers combine their ability to organise their own work, as well as that of other staff members, with a comprehensive overview of the communication strategy of their company or organisation, thus being able to turn the event they are managing into a strategic communication tool.

They assist senior specialists in:

- planning fairs, exhibitions and cultural events;
- organising exhibition spaces;
- managing fairs, exhibitions and cultural events;
- venue management (i.e. how event spaces are to be used by exhibitors, clients and the public).

Professional skills:

- a foundation in marketing and corporate communication
- ability to assess venue suitability
- competencies in psychology of communication
- knowledge of ethnographic and socio-semiotic methods

Potential employers:

- companies and consulting firms handling the organisation of fairs, exhibitions and cultural events
- communication departments of companies or organisations
- public administration departments handling the organisation of fairs, exhibitions and cultural events

5) Conference and reception organisers

Job function:

Conference and reception organisers combine their ability to organise their own work, as well as that of other staff members, with a comprehensive overview of the communication strategy of their company or organisation, thus being able to turn the event they are managing into a strategic communication tool. They assist senior specialists in:

- planning conferences and receptions;
- organising spaces;
- managing conferences and receptions;
- venue management (i.e. how event spaces are to be used by clients and the public).

Professional skills:

- a foundation in marketing and corporate communication
- ability to assess venue suitability
- competencies in psychology of communication
- knowledge of ethnographic and socio-semiotic methods

Potential employers:

- companies and consulting firms handling the organisation of conferences and receptions
- communication departments of companies or organisations
- public administration departments handling the organisation of conferences and receptions

6) Production organisation technicians in radio, television, cinema and theatre broadcast programmes

Job function:

These technicians oversee broadcast programming for radio and TV channels and provide assistance for stage and film productions.

Professional skills:

- theoretical knowledge as well as technical and practical skills relating to the film, TV, and radio industry
- literary and linguistic competencies
- competencies in history, philosophy and arts
- knowledge of traditional media

Employment opportunities:

- on-set assistance for the film and TV industry
- coordination and optimisation services for the radio and TV industry
- broadcast programming
- television production
- cinema production
- radio production
- script supervising
- production assistance
- editorial assistance

Initial knowledge required

QUALIFICATIONS AND KNOWLEDGE REQUIRED FOR ADMISSION

Admission to the Bachelor's degree programme in Liberal Studies in Communication is capped at 250 students.

This limitation is due to the fact that courses and workshops require properly-equipped classrooms.

In order to be admitted to the programme and successfully participate in its educational activities, students must hold a high school diploma or an equivalent foreign qualification and demonstrate a good command of Italian, good general knowledge and logical skills.

Applicants' knowledge and skills will be assessed through an admission test.

Students who achieve lower scores than the ones mentioned in the section "ADDITIONAL LEARNING REQUIREMENTS (OFA) AND REMEDIAL ACTIVITIES" will be required to fill their learning gaps by the end of the first programme year. To this end, they will be assigned additional learning requirements (also known as OFA, from the Italian Obblighi Formativi Aggiuntivi).

ADMISSION ASSESSMENT

Applicants have to sit for an admission test known as TOLC-SU, which is administered by CISIA (Consortium of Inter-University Integrated Access Systems). Applicants can sit for the TOLC-SU at the University of Milan or any other university that offers this type of test.

There will be two admission sessions: 100 applicants will be admitted during the first session and 150 applicants during the second session. Instructions on how and when to take the TOLC-SU are provided in the call for applications, which is published on the University website and accessible via the following link:

https://www.unimi.it/en/study/bachelor-and-master-study/degree-programme-enrolment/enrolment-first-degree-programme

Information on the TOLC-SU test is available on the University website at:

https://www.unimi.it/en/study/bachelor-and-master-study/degree-programme-enrolment/enrolment-first-degree-programme/cisia-tolc-test

ADDITIONAL LEARNING REQUIREMENTS (OFA) AND REMEDIAL ACTIVITIES

Admitted applicants who scored less than 30 out of 50 in the first three sections of the TOLC-SU test (Reading comprehension and knowledge of the Italian language; Knowledge and skills acquired through studies; Logical reasoning), or less than 18 out of 30 in the section Reading comprehension and knowledge of the Italian language, will be assigned additional learning requirements (OFA).

Applicants will be notified of any OFA when enrolling online.

Additional learning requirements must be fulfilled within the first programme year by attending online remedial activities organised by the University, and by passing the corresponding end-of-course test. Information on how to attend the OFA remedial course will be made available on the University website at

https://www.unimi.it/en/education/faculties-and-schools/humanities/studying-humanities/additional-learning-requirements-of a-humanities-students

as well as on the website of the degree programme.

Compulsory attendance

Course attendance is strongly recommended, though not mandatory. Conversely, attendance is compulsory for the three workshops and the internship.

Internship criteria

Students are required to complete a 3-credit internship lasting a minimum of 90 hours and, as a general rule, a maximum of 250 hours.

For further information regarding internships at the Faculty of Humanities and alternative activities to earn the internship credits, please visit

https://www.unimi.it/en/study/traineeships-and-work/traineeships-and-internships/tutors-curricular-internships-and-ects-credits/humanities-internships

Degree programme final exams

Once they have earned 171 credits, students are admitted to the final graduation exam, which is worth 9 credits (for a total of 180 credits for the whole Bachelor's degree programme).

For the final exam, students have to write a thesis under the guidance of a supervisor, a task which will require them to work on primary sources, process statistical data, create annotated bibliographies and read national and international publications. This process will help students prove and hone their writing and text-structuring skills. Alternatively, students may opt for a

project, a field study or a digital/multimedia product, rather than a written paper. This would provide them with the opportunity to put their knowledge into practice while demonstrating their creative skills. In both cases, students will produce a work displaying the skills acquired in their field of studies. Preparing the final thesis may also provide students with a chance to interact with industry players, as they may have to collect data, find documents or conduct interviews with high-standing professionals.

Students can be awarded a maximum of 6 points for the final exam.

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 composition of the degree board, please refer to the rules established by the Faculty of Humanities.

Notes

In order to obtain their degree, students must be proficient in English at a B1 level under the Common European Framework of Reference for Languages (CEFR). This proficiency level may be certified as follows:

- By submitting a language certificate attesting B1 or higher level in English and issued no more than three years before the date of submission. You will find the list of language certificates recognized by the University at: (https://www.unimi.it/it/node/39322). The certificate must be uploaded during the enrolment procedure, or subsequently to the portal http://studente.unimi.it/uploadCertificazioniLingue;
- By taking a placement test offered by the University Language Centre (SLAM) between October and December of the first year (or in January for Master?s degree programmes). Students who fail the test will be required to take a SLAM course.

The placement test is mandatory for all those who do not hold a valid certificate attesting to B1 or higher level.

Those who have not taken the placement test by the end of December (end of January for Master?s degree programmes) or fail the end-of-course exam six times must obtain the necessary certification privately before graduating.

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 organisations.

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

The University of Milan is a member of the 4EU+ European University Alliance that brings together eight public multidisciplinary universities: University of Milan, Charles University of Prague, Heidelberg University, Paris-Panthéon-Assas University, Sorbonne University of Paris, University of Copenhagen, University of Geneva, and University of Warsaw. The 4EU+ Alliance offers integrated educational pathways and programmes to promote the international mobility of students (physical, blended and virtual).

Study and internships abroad

The Degree Course offers the opportunity to carry out a training experience abroad, through the Erasmus+ Study Program, for a period of 6 months at various locations in France, Germany, Netherlands, Poland, United Kingdom, Czech Republic, Spain and Sweden, with the possibility of extending the stay or repeating the experience up to 12 months. Students who wish to carry out activities of course attendance, research and degree thesis, in disciplinary fields consistent with their training path, are interested.

In particular, we highlight the active agreements with the universities of Avignon, Le Mans, Lille and Paris (France), Heidelberg (Germany), Rotterdam (Netherlands), Warsaw and Wroclaw (Poland), Cardiff (United Kingdom), Prague (Czech Republic), Barcelona, Madrid and Zaragoza (Spain) and Stockholm (Sweden).

The exams taken abroad and the research and degree thesis activities are recognized following a study plan agreed with the host institution. Before leaving, students define a Learning agreement based on the exams and activities they intend to take at the partner University, corresponding to the needs of their study plan.

The Degree Course also promotes the Erasmus+ Traineeship Program, which provides for mobility also for recent graduates within 12 months of graduation, at foreign institutions identified from time to time, for a period of internship that can be recognized, upon agreement, through university training credits (cfu) and registered on 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 interinstitutional agreement or to find a traineeship position on their own.

The University organises 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;

Student Desk booking through InformaStudenti

1st COURSE YEAR Core/compulsory courses/activities com	mon		Ι_
Learning activity			Sector
Aesthetics			M-FIL/04
Contemporary history			M-STO/04
English			L-LIN/12
English assessment B1 (3 ECTS)			ND
Literary communication in twentieth-century Italy		9	L-FIL-LET/1
	Total compulsory credits	36	
Elective courses			
9 credits to be acquired in one of the following subjects			
Film history and criticism			L-ART/06
History of contemporary art			L-ART/03
History of modern and contemporary music		9	L-ART/07
6 credits to be acquired in one of the following subjects	·		
Communications theory and techniques in journalism		6	SPS/08
Theory and techniques in advertising and image		6	SPS/08
Web communication theory and techniques			SPS/08
9 credits to be acquired in one of the following subjects			
Archival studies			M-STO/08
Bibliography		9	M-STO/08
Contemporary russian literature			L-LIN/21
Contemporary spanish literature			L-LIN/05
Economic history			SECS-P/12
Economics and history of globalization			SECS-P/12
Economy and culture of the cooperative enterprises			SECS-P/07
English literature			L-LIN/10
French literature			L-LIN/03
German literature			L-LIN/13
History of political communication from antiquity to the present			SPS/02
History of printing and publishing			M-STO/08
Institutional history of media			SPS/03
Italian literature			L-FIL-LET/1
Librarianship Musical dramaturgy			M-STO/08 L-ART/07
Musicai dramaturgy Rhetoric			M-FIL/04
		9	WI-FIL/U4
3 credits to be acquired with a laboratory			
2nd COURSE YEAR (available as of academic year 2026/27) Core/compulsory cou		
Learning activity			Sector
Basic information technology for the humanities		6	INE/01

Learning activity Ects Sector Basic information technology for the humanities 6 INF/01 History of theatre and performing arts 9 L-ART/05 Public history 6 M-STO/04

Theoretical linguistics		L-LIN/01
Total compulsory credits	30	
Elective courses		
6 credits to be acquired in one of the following subjects		
Constitutional law		IUS/09
Media law	б	IUS/09
6 credits to be acquired in one of the following subjects Communications theory and techniques in journalism	6	SPS/08
Theory and techniques in advertising and image		SPS/08
Web communication theory and techniques	6	SPS/08
12 credits to be acquired in free choice courses (6+6 credits or 9+3 credits as integration - Requ	-	
maximum total of 18 credits, must be justified to the teacher in charge of the course, who will a	gree on the	relevant exam
programme)		
B credits to be acquired with a verification of knowledge of a second language of the European ${f R}$	U nion, for v	vhich reference i
nade to Centro Linguistico d'Ateneo - SLAM		
B credits to be acquired with a laboratory		
•		
3rd COURSE YEAR (available as of academic year 2027/28) Core/compulsory co	urces/act	vities commo
		_
Learning activity		Sector
talian language and communication Total compulsory credits	9	L-FIL-LET/12
	9	
Elective courses		
credits to be acquired in one of the following subjects		
Philosophy of language		M-FIL/05
Semiotics		M-FIL/05
Theories of language and the mind 6 credits to be acquired in one of the following subjects	9	M-FIL/05
Cultural anthropology	q	M-DEA/01
Media archaeology		L-ART/06
Social and environmental psychology	9	M-PSI/05
Sociology of communications	6	SPS/08
9 credits to be acquired in one of the following subjects		I
History of journalism History of radio and television	9	M-STO/04 M-STO/04
History of scientific communication		M-STO/04 M-STO/05
9 credits to be acquired in one of the following subjects (if not already taken)		
Archival studies	9	M-STO/08
Bibliography		M-STO/08
Contemporary russian literature Contemporary spanish literature		L-LIN/21 L-LIN/05
Economic history		SECS-P/12
Economics and history of globalization		SECS-P/12
Economy and culture of the cooperative enterprises		SECS-P/07
English literature French literature		L-LIN/10 L-LIN/03
German literature		L-LIN/13
History of political communication from antiquity to the present	9	SPS/02
History of printing and publishing	9	M-STO/08 SPS/03
Institutional history of media Italian literature		SPS/03 L-FIL-LET/10
Librarianship	9	M-STO/08
Musical dramaturgy	9	L-ART/07
Rhetoric	9	M-FIL/04
3 credits to be acquired with a laboratory		
3 credits to be acquired with an internship		
End of course requirements		
Final exam	۵	NA
Total compulsory credits	9	11/1
Total compulsory credits	9	