**Digital Communication**

Prof. Aldo Frigerio

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

Aims

The course has a twofold theoretical aim. On one hand, to provide the theoretical basis of communication and distance communication by means of media. On the other hand, to analyze the architecture and the functioning of the most modern communication medium: the internet. The practical aim is to provide the skills for the use of software programs designed for digital communication.

Intended learning outcomes

*Knowledge and understanding*

At the end of the course, students will possess basic knowledge of distance communication and the functioning of the Internet.

*Ability to apply knowledge and understanding*

Students will be able to construct graphically complex presentations with Powerpoint and small websites with Wordpress.

***COURSE CONTENT***

* Theory:

1. Theoretical basis of the concepts of sign, language, communication, distance communication
2. ‌Basics notions of syntax, semantics and pragmatics
3. Architectures of networks and internet

* Writing techniques on Powerpoint and on the web using Wordpress

***READING LIST***

* Theory:
  + Slides of the course
  + Aldo Frigerio, Maria Paola Tenchini *La comunicazione digitale*. Educatt 2020. Available in both paper and digital versions.
* Practice:
* Any handbook or course of Powerpoint and Wordpress
  + Material available on Blackboard

***TEACHING METHOD***

Lectures for the theoretical part, Activities and exercises in IT laboratory for the practical part

***ASSESSMENT METHOD AND CRITERIA***

The examination will be in two parts, both of which are compulsory:

1. For the practical part, the creation of a Powerpoint presentation and a website with Wordpress. Students may also work in groups of no more than three people.

2. An oral exam will assess all the topics covered both in the book on the reading list and in the additional material. In particular, it will be assessed the ability of applying general notions to concrete examples and of connecting concrete examples with general notions.

The single final mark consists of 50% for the practical test and 50% for the oral examination.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. Students should have basic computer skills.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.