

**UNIVERSITY OF CAGLIARI**  
**SCHOOL OF SPECIALISATION IN ARCHITECTURAL AND LANDSCAPE HERITAGE**  
aa.yy. 2022-23 and 2023-24

**COURSE INFO**

<b>Professor</b>
Elisabetta Gola - Emiliano Ilardi
<b>Title of the course</b>
Semiotics and representations of urban space
<b>Scientific Disciplinary Sector</b>
M-FIL/05 - SPS/08
<b>Number of hours</b>
10+10
<b>Language</b>
Italian
<b>Objectives of the course</b>
<p>Landscape is a concept that encompasses the cultural meanings we attribute to the world we inhabit. The urban environment communicates and conveys meanings even more than natural landscapes, through its sign configurations and media narratives built by the cultural industry since the nineteenth century. The architecture of buildings is an "explicature" that generates implicit inferences and has an impact on behaviors and imaginaries, both on an individual and social level.</p> <p>The course aims to make the participants aware of all this and of the implicit meanings that the elements of the landscape and urban territories communicate to those who see and / or live in them, through the tools of semiotics and sociology of cultural processes.</p> <p>Starting from the reading of these aspects, the course also includes a part of valorization of the urban landscape through the tools of storytelling and social communication.</p>
<b>Any prerequisites</b>
No previous knowledge is needed.
<b>Topics and contents of the course</b>
<ul style="list-style-type: none"><li>- Elements of semiotics and landscape analysis.</li><li>- Cultural, media and imaginary processes.</li><li>- Design the communication of architectural and landscape assets.</li></ul>
<b>Methods of examination</b>
Practice-laboratory test.
<b>Essential bibliography</b>
<p>E. Gola, E. Ilardi, <i>Immaginari dal sottosuolo. Le aree minerarie all'epoca del web: il caso Sardegna</i>, Manifestolibri, Roma 2019.</p> <p>E. Ilardi, <i>La frontiera contro la metropoli. Spazi, media e politica nell'immaginario urbano americano</i>, Liguori, Napoli 2010.</p> <p>D. Capaldi, E. Ilardi, <i>Il Grand Tour all'epoca del web. Immaginari e territori</i>, Aracne, Roma 2018.</p>
<b>Further bibliographical information</b>
<p>E. Gola, P. Mottola, <i>Public speaking. Il ritorno della comunicazione vocale nell'era della comunicazione digitale</i>, Meltemi (Nautilus), Milano 2019.</p> <p>F. Ervas, E. Gola, <i>Che cos'è una metafora</i>, Carocci, Roma 2016.</p> <p>E. Gola, I. Adornetti, <i>Modelli e sistemi di comunicazione</i>, Editori Riuniti, Roma 2009.</p>
<b>Didactic materials</b>
Didactic materials used during the lessons will be shared.