

Syllabus

Course Description

Course Title	Scrivere per comunicare sul web
Course Code	17353
Course Title Additional	
Scientific-Disciplinary Sector	GSPS-06/A
Language	Italian
Degree Course	Bachelor in Communication Sciences and Culture
Other Degree Courses (Loaned)	
Lecturers	
Teaching Assistant	
Semester	Second semester
Course Year/s	all
CP	1
Teaching Hours	8
Lab Hours	0
Individual Study Hours	17
Planned Office Hours	
Contents Summary	<p>Although writing is now a daily activity for most people, producing effective texts requires specific skills that cannot be taken for granted. Focusing on online communication, this seminar aims to provide the tools needed to draft clear, useful and professional content.</p> <p>The following aspects will be explored in depth during the session:</p> <ul style="list-style-type: none"> • Planning. How to analyse the target audience, define objectives and gather the necessary information. • Structuring. How to organise and write the text (taking into account the characteristics of different channels, in particular emails, websites and social media). • Proofreading. How to review the text and proofread it before

	<p>publishing (and how to use AI).</p> <p>The aim of the session is to provide students with a toolkit containing the essential tools to confidently manage the various stages of online text production.</p>
Course Topics	
Keywords	
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	
Mandatory Attendance	
Specific Educational Objectives and Learning Outcomes	
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	
Evaluation Criteria	
Required Readings	
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	