

U of A Rome Center

Spring 2018 Course Offerings

Journalism & Communication | Economics | Italian Language | Arts, History & Humanities | Architecture & Design

Journalism & Communication

JOUR 405V/JOUR 3923H/EUST 4003/EUST4003H | Journalism or European Studies Seminar: Issues in Advertising & Public Relations

Dr. Jan Wicks

This seminar course will be taught as a comparison of social, economic, ethical and political issues relating to advertising and public relations in the U.S. and Italy/Europe. Topics will include how stereotypes in advertising differ between the US and European countries, portrayals of fascist propaganda communications in Italy and Germany during World War II, the similarities and differences in regulation and self-regulation in the US, Europe and Italy, major ethical issues that occurred in Europe regarding Ad/PR over the past few years, deceptive or misleading advertising in the US versus European countries, etc. In this last example, I might use the Volkswagen emissions advertising deemed false as well as actions by the FTC and overseas regulators regarding the related advertising, deceiving both national regulators and consumers.

JOUR 3723 | Advertising Principles

Dr. Jan Wicks

Introductory course to the broad field of advertising. The course includes a study of the role of advertising in modern society with emphasis being given to the extent and manner of use of advertising in newspapers, magazines, radio, television, and other media.

JOUR 3723 Advertising Principles is a required course for students in the Ad/PR Sequence of the Journalism major and for Journalism/Political Science majors in the Ad/PR, Political Advertising and Promotion Track. It can count as a Journalism elective for Journalism majors in the Broadcast and News-Editorial Sequences, and as a 3/4000 general elective for students in other majors. For the Rome semester only, only non-Journalism majors would be allowed to waive the JOUR 1033 requirement and Dr. Jan Wicks would meet with other students who do not meet the other requirements to see whether they can be waived for the Rome semester only. Obviously, Journalism majors who wish to count this course must meet all prerequisites.

COMM/PLSC 4373 | Political Communication

Dr. Robert Wicks

Study of the nature and function of the communication process as it operates in the political environment. This course will also count toward INST.

COMM/INST 3983 | International Communication and Globalization

Dr. Robert Wicks

Study of mediated communication systems in an interconnected world. This course will examine how the media are used to convey information about national and international events along with the implications of this for a global society. Examples considered will include President George H. W. Bush using CNN to communicate with Iraqi Dictator Saddam Hussein during the first Gulf War and current President Donald Trump using Twitter to communicate with the national and global communities. Individual topics concerning globalization will be explored.

Economics

ECON 2143/2143H | Basic Economics: Theory & Practice

This course surveys basic microeconomic and macroeconomic principles and analytical tools needed to study contemporary economic problems such as inflation, unemployment, poverty, and pollution. In Rome, the class blends the historical, cultural, and business connections of Rome, Italy, with the basic principles of economics in a course for nonbusiness students.

WCOB 2103(H)/4103(H) | Special Topics: Communicating Business Activity for Rome

This class blends the historical, cultural, and business connections of being in Rome, and Italy, with observing and communicating basic lessons of economics and business. Prior formal training in economics is not required. Your instructor & academic guide has more than forty years of focus on Italy as an economist. He has received fellowships from an economic think-tank in Turin and has traveled widely in Italy. He has taught at schools and universities in Italy, Germany, and Russia and understands the special character of studying abroad. Your instructor has also served as the International President of Phi Beta Delta, an honor society for international scholars.

Italian Language

ITAL 1003 & 1013 | Elementary Italian I & II

This course is a presentation of Italian phonology, grammar and structure through vocabulary and situations of everyday life. The purpose is to give students the ability to communicate as soon as possible. There will be oral practice in class on pronunciation, intonation, elements of grammar and conversation and home assignments.

Arts & Humanities

ARHS 1003/1003H | Art Lecture

A general introduction to the visual arts. Lectures on theory and criticism, demonstrations, films, and slides. Three hours a week plus attendance at specified programs and exhibits. May not be presented toward satisfaction of the B.A. fine arts requirement by art majors.

HUMN 425V | Art & Culture of Italy

Emilio del Gesso

Several civilizations and cultures have left an impressive collection of unique art and architectural masterpieces in Italy. This course describes the evolution of culture and aesthetics, and their immediate relationship with the creation of these works. The different periods of the history of Rome will be presented and discussed, through a series of itineraries in which the related issues will be analyzed and developed. Visits will cover the Roman and the regional scenario, and will include trips to the Roman surroundings.

ARHS 3983 or EUST 4003 | Rome's Heritage and Modern Times

Consuelo Lollobrigida

This course provides a socio-economic overview of Rome from the 18th century to 1948. It analyzes the urban, social, political, and economic changes that occurred after the French Revolution and after the fall of the secular power of Popes. Rome as the capital city of a united Italy will be studied as seen through the lens of foreign travelers, intellectuals, artists, journalists and photographers who visited and loved the city, finally choosing it as their everlasting residence.

HUMN 425V | History of Italian Design

Design is a fundamental component of the culture and the economy of Italy. Since the beginning of the 20th century until the present day, the different activities of this multi-faceted discipline have played a significant role in the local and international scenario. The purpose of this course is to familiarize students with this vast field and to expose them to some of the most important events, projects and products in the fields of industrial design,

fashion design, and, lately, web and digital design.

PHIL 2503 | Philosophy of Evil & Good

A study of evil and good in art, literature, religion and philosophy focuses on actual issues of evil and good in human social life. Concepts of evil and good in both Western and non-Western cultures will be surveyed. The course will also provide an introduction to strategies for ethical decision making. We will survey some of the most important theories of ethical decision-making in the Western, Indian, and Chinese philosophical traditions. We will apply these theories to several contemporary ethical issues. We will also use these theories in our study of some prominent examples of evil and good in history, literature, scripture, and art.

ENGL 3903 | Travel Writing

This course provides an opportunity for students to focus first-hand on the art and craft of travel writing, with particular emphasis on Italy. Through reading, writing, and visits in and around the city center, students will explore places of historic, artistic, cultural and personal interest. They will learn "by example" from a selection of great travel literature from the world in general, and from Italy in particular. And they will learn "by doing," via a series of guided exercises and assignments that explore the distinctive qualities of travel writing and the ways in which this particular art can lead to a deeper understanding of their own experiences and cultural identity.

Arts, Architecture & Design

ARCH 4653 | Rome Sketchbook & Architecture of The City

For the visitor and scholar, Rome represents an opportunity to understand the numerous stratifications that human evolution has left on urban history. The aim of this course is to accompany you through the layering that composes Rome's urban form and to offer you a necessary basis of the historical and theoretical information, in order to take full advantage of your experience as students at the Rome Center. With Rome and its environs as our laboratory, we will cut a series of paths through the city, through its layers of material culture and time, and we will unearth its structure.

Using drawing and observation as our primary methods of investigation, we will study the great spaces of Rome, uncoupling the image of form from its organizing structure and resulting space. Each week, we will produce a series of drawings in which we will record our observations, extracting lessons about space, rhythm, change over time, and hierarchy.

ARCH 4673 | Neighborhoods of Modern & Contemporary Rome

This course will examine the transformation of Rome from the capital city of the Papal States to the present through a series of neighborhood case studies. Housing is the central theme of the course and also the subject of the term project where students are asked to consider Principles of Intelligent Urbanism including accessibility, creating a sense of place through design and sustainability – environmental, technical, and social. These ideas will be critically applied to analyze such diverse neighborhoods as historic Trastevere, ethnic areas including Piazza Vittorio Emanuele II, and planned communities around the shopping mall Parco Leonardo.

ARCH 4023 | Human Behavior & Physical Environment

This course provides an introduction to the range of viewpoints, concepts, and characteristics of human behavior that need to be considered during the design process. Cultural, social, psychological and physiological factors are examined. Various theories and methods of environmental assessment and design are studied that are based on an understanding of mutually supportive relationships between people and their physical environment.

ARCH 4026 | Architectural Design

Focusing on the analysis of the Roman urban stratification (Palimpsest), the students attending the University of Arkansas Rome Center develop a series of critical works within complex urban conditions and scales of urban space. Sites are selected to address the issues of design within the layered cultural and historical context of Rome and to address the question of significance within the process of contemporary design.