

SAPIENZA
UNIVERSITÀ DI ROMA

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Laurence Steinman

June 24, 2014

TOOLS FOR INTERNATIONAL COMMUNICATION

What is Communication?



What is Communication?



- a process by which **information is exchanged** between individuals **through a common system** of symbols, signs, or behaviour;
- the act or process of **using words, sounds, signs** or behaviours **to express or exchange information.**



The single biggest problem with communication is the illusion that it has taken place.

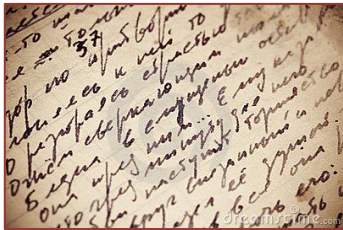
– George Bernard Shaw



"I'M PHONING TO LET YOU KNOW I'VE
FAXED YOU TO SAY I'VE SENT AN
EMAIL ASKING YOU TO CALL ME"



LANGUAGE



When communicating to an International Audience it is important to use the target language (English) correctly and avoid a wide range of common mistakes.



Language Issues



Interpretation

Languages (and cultures) offer not merely different ways of saying the same things, but rather different ways of thinking about them, two unique lenses through which to see the world



Language Issues



Lost in Translation

Literally translated sentences often yield incorrect results, because the way one thinks of and says things may be very different.



Language Issues



False Friends

Applicazione vs. Application

Lettura vs. Lecture

Modulo vs. Module

Scuole Pubbliche vs. Public Schools (UK)



Language Issues

Run-on sentences – Redundancy – Complexity of Language

L'Ufficio Trattamento Economico in indirizzo, cesserà la corresponsione degli emolumenti a decorrere dal 1º maggio 2001.

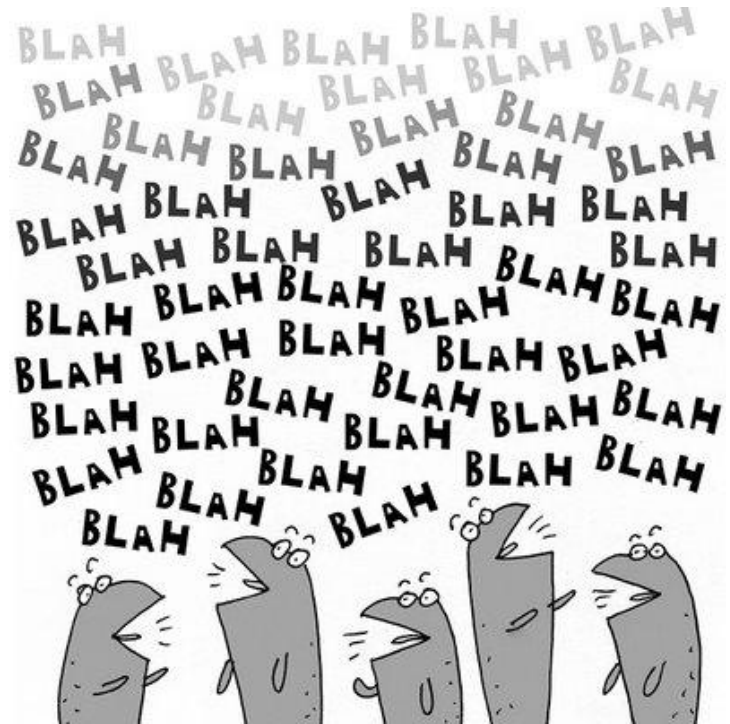
Our office will stop payments as of May 1, 2001.

Colgo l'occasione per porgere I miei più cordiali saluti,

Kind regards,

In questo locale è severamente vietato fumare

No Smoking

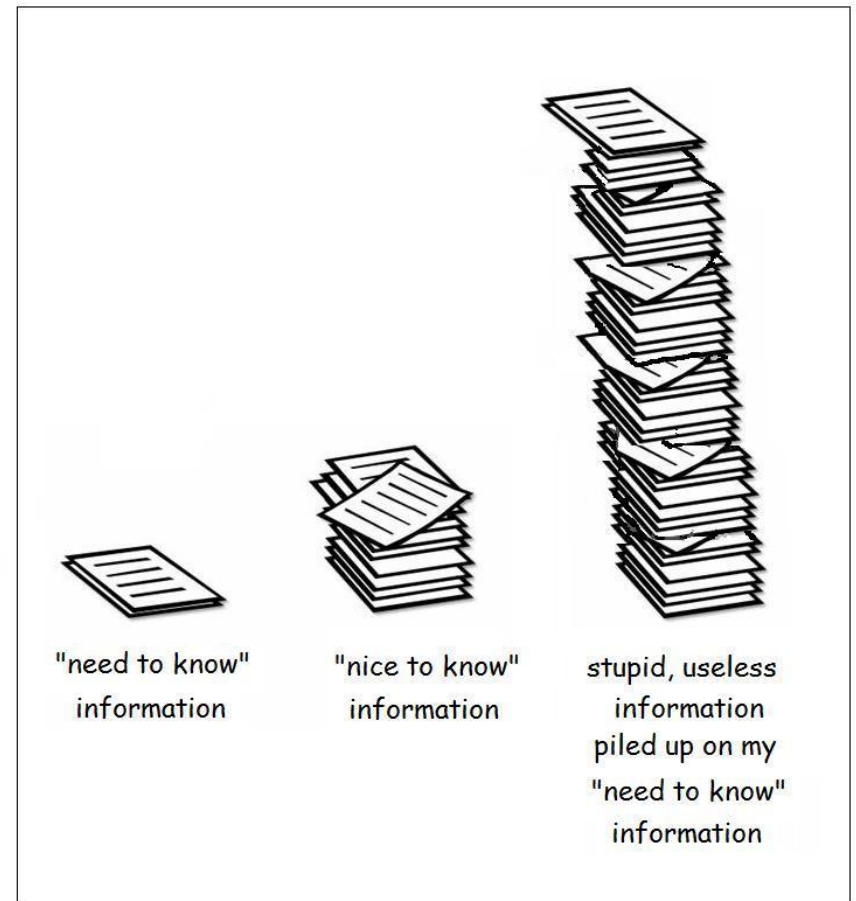


Language Issues

Run-on sentences, Redundancy & Language Complexity

Most importantly, verbosity means that

**users will take longer to find
the information they are
looking for ...**



The Blink Test

This aspect is absolutely fundamental with the use of web tools.

A seminal study conducted by Carleton University (Canada) in 2006 gave the infamous statistic that Web designers have 500 milliseconds (i.e. *half a second*) to impress and engage a user landing on their page for the first time.

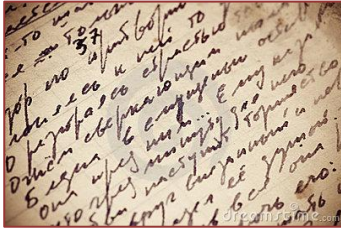
Let me just repeat that one for you. **500 milliseconds.**



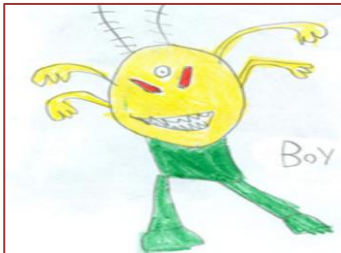
Communication Tools



LANGUAGE



GRAPHICS/IMAGES



VIDEO/SOUND

**Pamphlets
Brochures
Manuals**

**Web
Social Media**



**Interactivity
Reach
Propagation**



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How do we use these tools to communicate efficiently?



How do we use these tools to communicate efficiently?

1. Determine the Target Audience

- Foreign students, professors, researchers
- English-speaking
- Looking for specific information



How do we use these tools to communicate efficiently?

2. Select the content

What type of information is the target audience looking for?



3. Engage the user



How do we use these tools to communicate efficiently?

4. Deliver a clear message

- Graphics
- Copy
- Presentation Style

NOT
lEgiblE lEtteRs
BUT
Readable Words

top: legible letters,
not designed to go together



Sapienza University

So, how do we **streamline information** from

- 11 Faculties
- 63 Departments
- 85 Specialisation Schools
- 270 Degree Programmes

into a
clear and coherent message?




Printed Material

Brochures
Maps
Leaflets
Manuals
Catalogues
Etc.



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Sapienza University - English Website



SAPIENZA
UNIVERSITÀ DI ROMA

versione italiana


Cerca

go

ACADEMICS | ENTERPRISE | STUDENTS

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STRUCTURES[Faculties](#) | [Departments](#) | [Libraries](#) | [Museums](#) | [School for Advanced Studies](#) | [University Hospitals](#)



A HISTORY OF NIGHT AND RELIGION
On Monday June 16, Sapienza will host a debate entitled "Shamans and the Apocalyptic: understanding the night" with prominent Italian historian Carlo Ginzburg to celebrate the 25th anniversary of his seminal publication

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English Website – Homepage

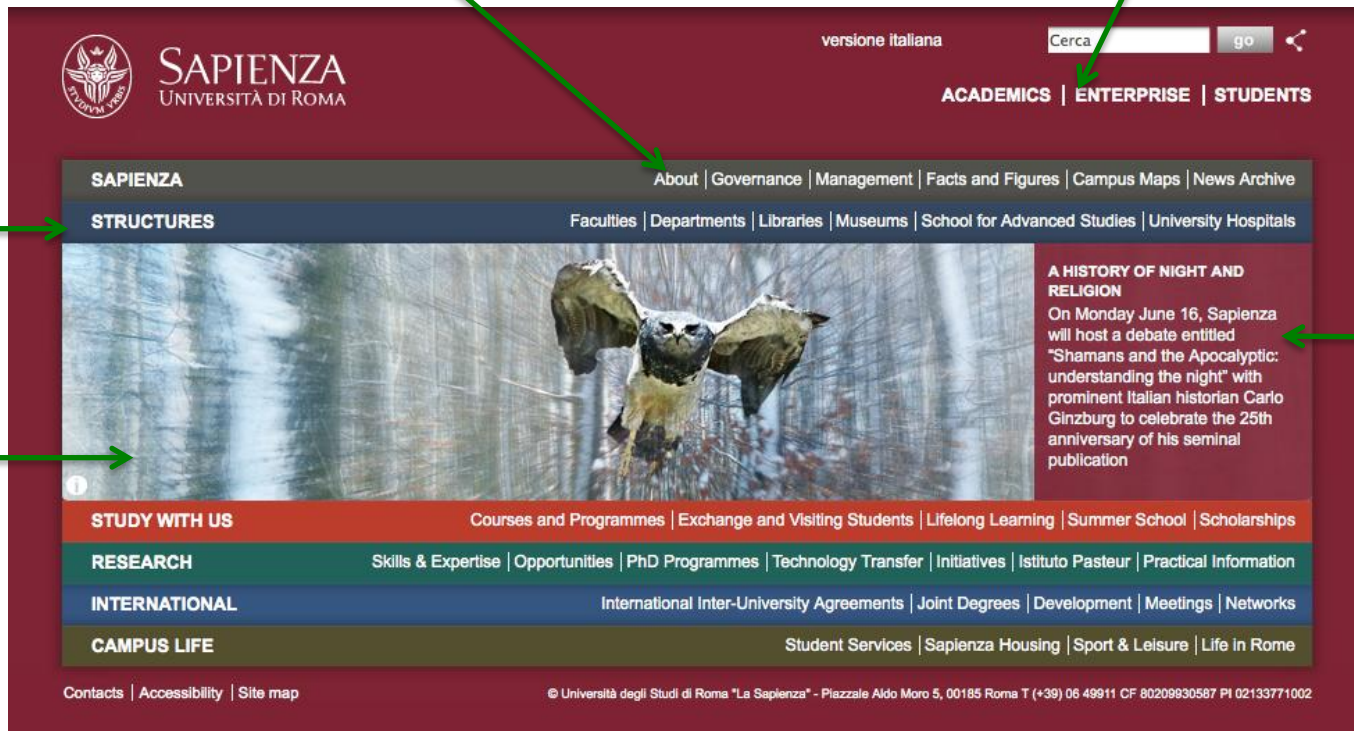
Direct access to 2nd level

3 Targets

6 News Items

Attractive
Images

News
Summary

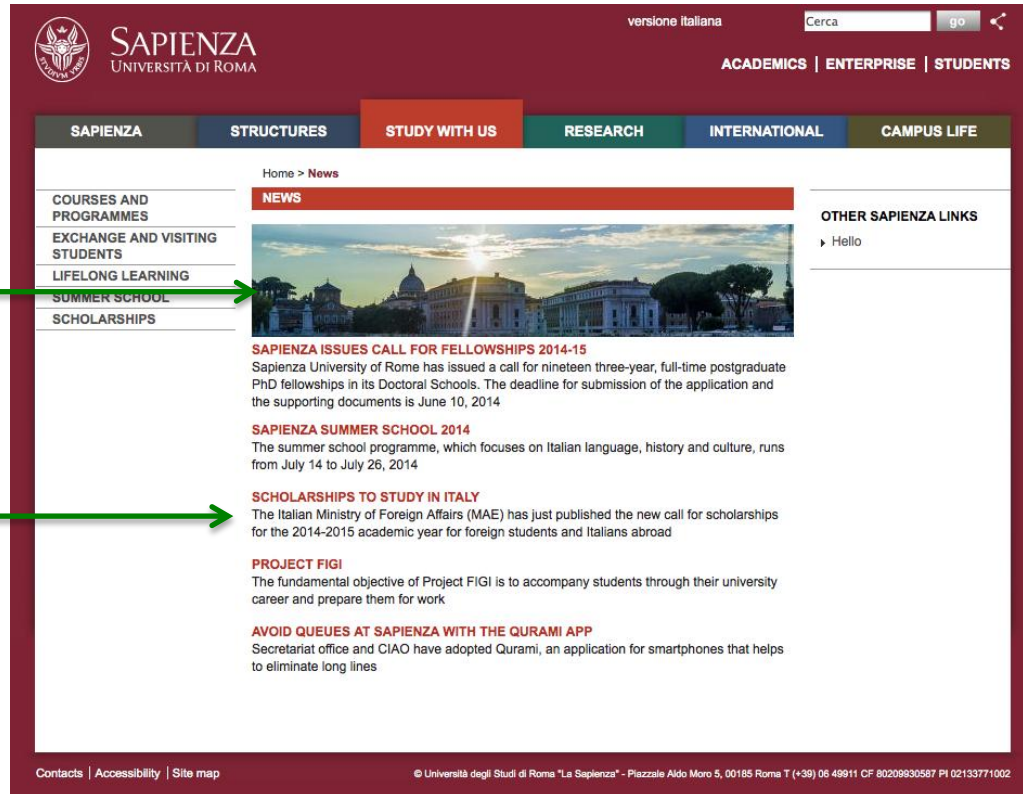


↑ Clean Design – Colours – Easy to Read

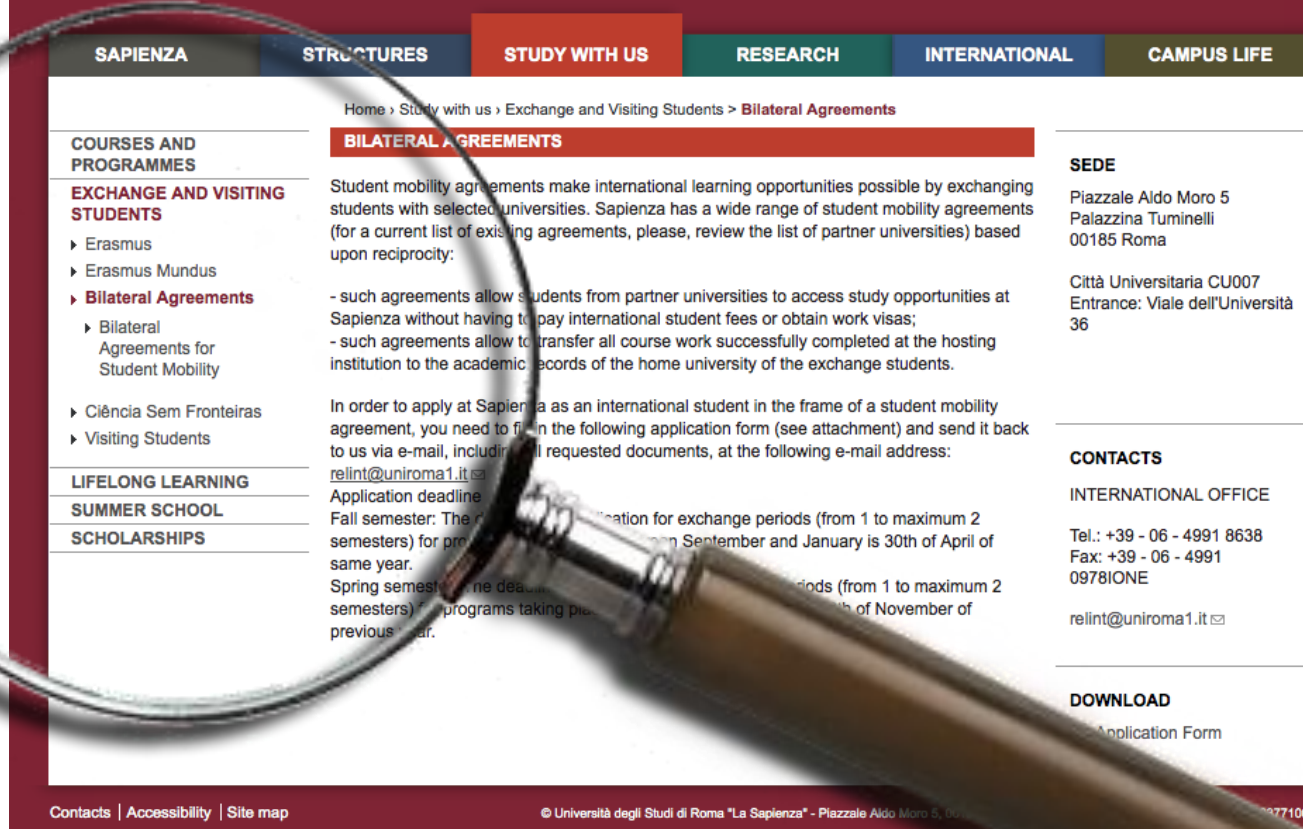


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English Website – Level 2 View



English Website – Levels 3 & 4



The image shows a screenshot of the Sapienza University of Rome website, specifically the 'BILATERAL AGREEMENTS' page. A magnifying glass is placed over the central text area, highlighting the details of the exchange programs. The website has a dark red header with the Sapienza logo and navigation links. The main content area is white with a red sidebar on the left containing a menu. The right sidebar contains contact information and a download link for the application form.

SAPIENZA **UNIVERSITÀ DI ROMA** versione italiana ACADEMICS | ENTERPRISE | STUDENTS

SAPIENZA **STRUCTURES** **STUDY WITH US** **RESEARCH** **INTERNATIONAL** **CAMPUS LIFE**

Home › Study with us › Exchange and Visiting Students › **Bilateral Agreements**

COURSES AND PROGRAMMES

EXCHANGE AND VISITING STUDENTS

- ▶ Erasmus
- ▶ Erasmus Mundus
- ▶ **Bilateral Agreements**
 - ▶ Bilateral Agreements for Student Mobility
- ▶ Ciência Sem Fronteiras
- ▶ Visiting Students

LIFELONG LEARNING

SUMMER SCHOOL

SCHOLARSHIPS

BILATERAL AGREEMENTS

Student mobility agreements make international learning opportunities possible by exchanging students with selected universities. Sapienza has a wide range of student mobility agreements (for a current list of existing agreements, please, review the list of partner universities) based upon reciprocity:

- such agreements allow students from partner universities to access study opportunities at Sapienza without having to pay international student fees or obtain work visas;
- such agreements allow to transfer all course work successfully completed at the hosting institution to the academic records of the home university of the exchange students.

In order to apply at Sapienza as an international student in the frame of a student mobility agreement, you need to fill in the following application form (see attachment) and send it back to us via e-mail, including all requested documents, at the following e-mail address: relint@uniroma1.it

Application deadline

Fall semester: The deadline for application for exchange periods (from 1 to maximum 2 semesters) for programs starting in September and January is 30th of April of same year.

Spring semester: The deadline for application for exchange periods (from 1 to maximum 2 semesters) for programs taking place in May and June is 30th of November of previous year.

SEDE

Piazzale Aldo Moro 5
Palazzina Tuminelli
00185 Roma

Città Universitaria CU007
Entrance: Viale dell'Università
36

CONTACTS

INTERNATIONAL OFFICE

Tel.: +39 - 06 - 4991 8638
Fax: +39 - 06 - 4991 0978/IONE
relint@uniroma1.it

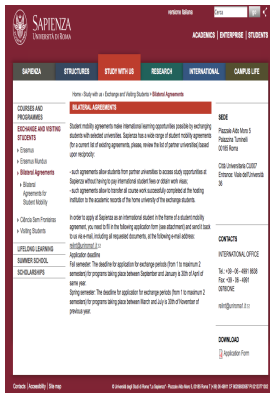
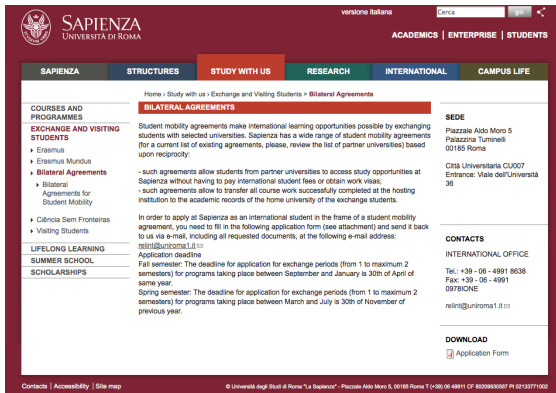
DOWNLOAD

[Application Form](#)

[Contacts](#) | [Accessibility](#) | [Site map](#) © Università degli Studi di Roma "La Sapienza" - Piazzale Aldo Moro 5, 00185 Roma 06/2771002

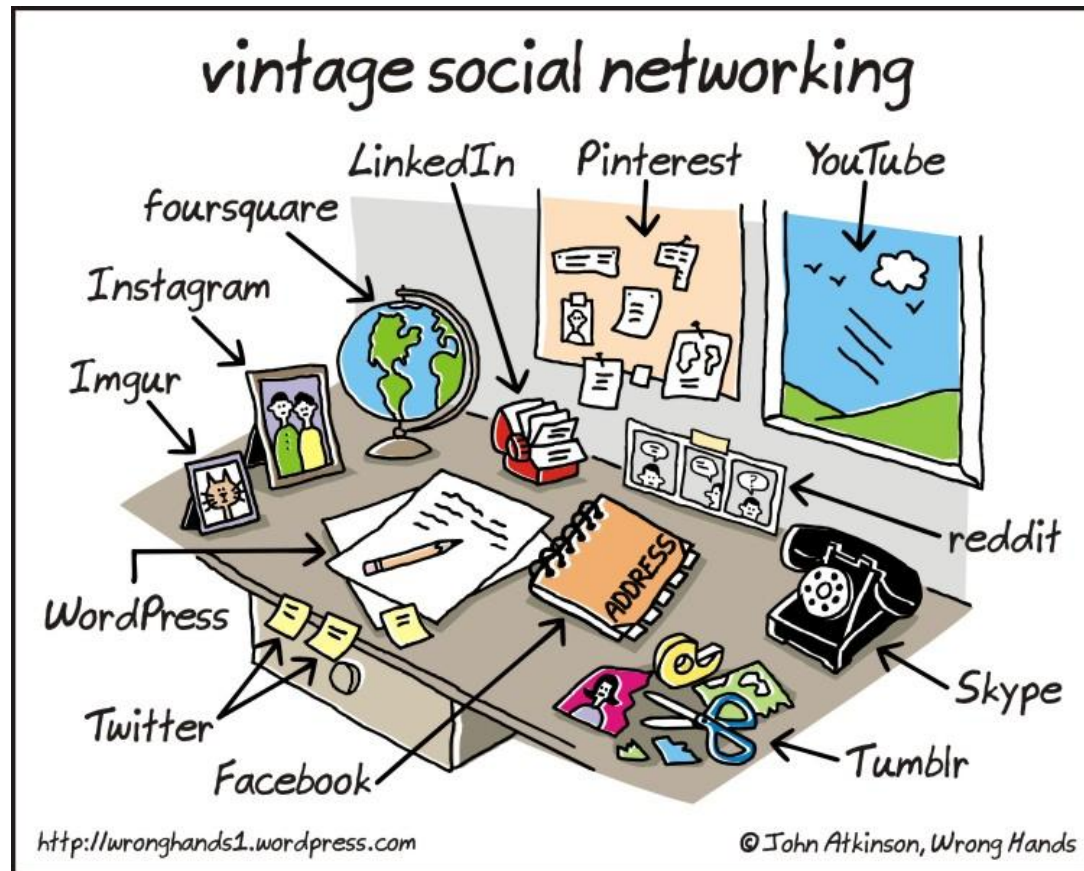


Mobile Devices & Responsive Design



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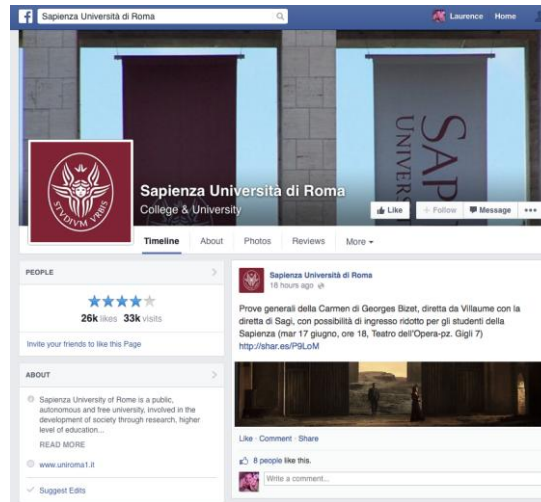
Sapienza University – Social Media



Sapienza on Facebook



Sapienza Int'l Office
1700 likes



Sapienza University
26K likes



Faculty of Economics
4378 likes

Sapienza on Twitter



The screenshot shows the Twitter profile of Sapienza Università di Roma. The profile picture is the university's crest, a red shield with a white emblem and the text 'STUDIVM VRBIS'. The header bar is blue. Below the header, the profile name 'Sapienza Università' and handle '@SapienzaRoma' are displayed. The bio states: 'Official Twitter Channel by Sapienza University of Rome, public, autonomous and free university'. Location is 'Rome', website is 'uniroma1.it', and it was joined in June 2011. There are 60 photos and videos. The stats bar shows: TWEETS 1,472, PHOTOS/VIDEOS 60, FOLLOWING 140, FOLLOWERS 8,644, and FAVORITES 8. The 'Tweets and replies' tab is selected, showing three tweets. The first tweet is about general exams for the opera 'Carmen' on June 17. The second tweet is about a choir performance of 'We are the World' on June 20. The third tweet is about a spontaneous transition discovered in a research project on June 16. The fourth tweet is about a musical performance on June 11.

Sapienza Università
@SapienzaRoma

Official Twitter Channel by Sapienza University of Rome, public, autonomous and free university

Rome
uniroma1.it
Joined June 2011
60 Photos and videos

Tweets Tweets and replies

Sapienza Università @SapienzaRoma · 20h
Prove generali della [#Carmen](#), con ingresso ridotto per studenti (mar 17giugno, ore18, Teatro dell'[#Opera](#)-pz. Gigli 7) [shar.es/P9LoM](#)

Sapienza Università @SapienzaRoma · 22h
Coro MuSa [#Blues](#) in We are the World:song e [#spiritual](#) da tutto il mondo (oggi, 20.30, Sala Baldini-pz. Campitelli 9) [shar.es/P9dju](#)

Sapienza Università @SapienzaRoma · Jun 16
Con il tempo il [#vetro](#) si trasforma: transizione spontanea scoperta in una [#ricerca](#) del [#Cnr](#) e della Sapienza [shar.es/POOG3](#)


Sapienza Università @SapienzaRoma · Jun 11
Crazy Gang School nel [#musical](#) [#spettacolo](#) 'Teletrasporto per due' (gio 12 giugno, ore 20, Aula magna-Rettorato)



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Sapienza on LinkedIn

**Sapienza Università di Roma**
Rome Area, Italy

127,711 followers [Follow](#)

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I'm a student here

[Add to profile](#)

Explore Careers of 116,647+ Alumni

Where they work >

Telecom Italia	851
Accenture	559
Studio Legale	531
Enel	524

[more >](#)

What they do >

Engineering	9,784
Sales	6,817
Media and Communication	6,811
Consulting	6,631

[more >](#)


General Information

Con oltre 700 anni di storia e 130mila studenti, la Sapienza è la prima università in Europa. La sua missione è contribuire allo sviluppo della società della conoscenza attraverso la ricerca, la formazione di eccellenza e di qualità e la cooperazione internazionale.

Homepage
<http://www.uniroma1.it/>

Institution Type
Public


Who you know



47 first-degree connections

6,807 second-degree connections

Notable alumni [?](#) < 1 / 18 >



Gianfilippo Testa
President at FENDI ASIA
PACIFIC LVMH

Master, Aerospace Engineering, 110 c...
1994 – 2000 LVMH



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Sapienza on YouTube

SapienzaRoma 680

Home Videos Playlists Channels About

Porte aperte alla Sapienza
7,383 views 2 years ago
Porte aperte alla Sapienza presentazione Università di Roma 2011

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Presentazione delle facoltà
Video di presentazione delle facoltà

Architettura
by SapienzaRoma • 2 years ago
• 5,778 views
Video di presentazione della facoltà di Architettura
6:08

Farmacia e Medicina area Farmacia
by SapienzaRoma • 2 years ago
• 1,140 views
Video di presentazione della Facoltà di Farmacia e Medicina area...
5:58

Filosofia, Lettere, Scienze Umanistiche e Studi Orientali
by SapienzaRoma • 2 years ago
• 6,792 views
Video di presentazione della facoltà di Filosofia, Lettere, Scienze...
9:20

Economia
by SapienzaRoma • 2 years ago
• 1,506 views
Video di presentazione della Facoltà di Economia
6:15

Farmacia e Medicina area Medicina
by SapienzaRoma • 2 years ago
• 1,792 views
Video di presentazione della Facoltà di Farmacia e Medicina area...
6:33

Giurisprudenza
by SapienzaRoma • 2 years ago
• 3,980 views
Video di presentazione della Facoltà di Giurisprudenza
9:20

Spot CIAO - Studenti o dispersi?

Studenti o dispersi?
by SapienzaRoma
9,950 views
0:10

Giungla
by SapienzaRoma
2,511 views
1:02

Medicina Legale
by SapienzaRoma
2,640 views
1:21

Motorizzazione Civile
by SapienzaRoma
2,121 views
1:16

Sub
by SapienzaRoma
2,939 views
1:11

Ateneo

Porte aperte alla Sapienza
5:13

Presentation Sapienza University of Rome
1:55

Sapienza Università di Roma (english version)
2:57

Sapienza Università di Roma (chinese version)
2:57

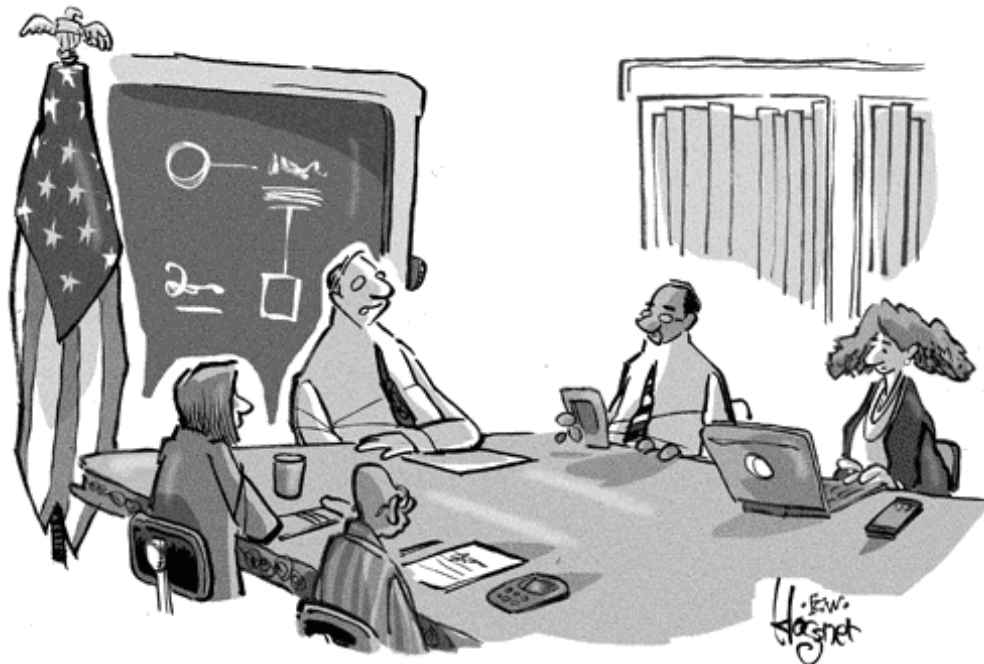
Shareholders
by SapienzaRoma
1:25



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Open Discussion



"IT'S NOT THAT I DON'T WANT TO TRY WEB 2.0 TECHNOLOGY.
IT'S JUST THAT I'M STILL GETTING USED TO THE FAX MACHINE."

- Your Experience
- Successful initiatives
- Additional tools
- Learning from errors
- What you disagree about
- Ideas, tips, suggestions ...

