

Course Title	<b>SEMIOTICS OF TEXT AND IMAGES</b>			
Course Code	<b>ELC354</b>			
Course Type	ELECTIVE			
Level	BA			
Year / Semester				
Teacher's Name	Dr. S. Theocharides			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	This course introduces students to semiological analytics and hermeneutics. The basic theories and perspectives on semiology are presented and through case studies the students are trained in the identification, analysis and explanation of codes and meanings and the interpretation of cultural forms.			
Learning Outcomes	<p>Upon completion of the course, students should be able:</p> <ol style="list-style-type: none"> <li>1. to apply social science perspectives in cultural analysis;</li> <li>2. to comprehend and interpret analytically signs, symbols and meanings in literature, photography and cinema and other media forms</li> <li>3. to compare and contrast different historical and contemporary cultural perspectives and the codes they employ;</li> <li>4. to discuss modern and postmodern trends in cultural production.</li> </ol>			
Prerequisites	None	Required		
Course Content	<p><b>Structuralism:</b> Introducing the school of thought</p> <p><b>Semiotics/ Semiology as “the science of signs” Pierce and Saussure:</b></p> <ul style="list-style-type: none"> <li>• The definition</li> <li>• Models</li> </ul> <p><b>Codes as systems of signs:</b></p> <ul style="list-style-type: none"> <li>• Definition</li> <li>• Meaning in non-verbal communication</li> </ul> <p><b>Signification: Roland Barth</b></p> <ul style="list-style-type: none"> <li>• Denotation</li> <li>• Connotation</li> <li>• Myth</li> <li>• Metaphor and Metonymy – special emphasis on visual language</li> </ul>			

	<ul style="list-style-type: none"> <li>• Case studies</li> </ul> <p><b>Intertextuality</b></p> <p><b>Strengths and Critisisms of Semiotic analysis</b></p> <p><b>Semiotics in the media and advertising</b></p>
Teaching Methodology	<p>Lectures, demonstrations and screenings open up class discussions engaging students in the practice of semiological analysis. Lectures address some basic theories on signs, messages and meaning attribution while demonstrations and screenings offer examples and case studies for decoding and interpreting texts and images. This process is supported by individual student study and research through directed and independent learning. Students become acquainted with basic social science conceptual tools and are able to use them in the analysis of cultural products. They also present their project work in class and discussion follows in which they receive feedback.</p>
Bibliography	<p>Textbook: Chandler, D. (1994). <i>Semiotics for beginners</i>.</p> <p>Recommended reading</p> <p>Fiske, John. (1989) <i>Introduction to Communication Studies</i>. London: Routledge</p> <p>Fiske, John. (2010) <i>Εισαγωγή στην Επικοινωνία</i>. Αθήνα: Αιγώκερος</p> <p>Barthes, R. (1972) <i>Mythologies</i>, New York: Hill and Wang</p> <p>Barthes, R. (1979) <i>Μυθολογίες</i>, Αθήνα: Εκδόσεις Ράππα</p> <p>Barthes, R (1979) <i>Music- Image-Text</i> ,New York: Hill and Wang</p> <p>Bignel, Jonathan (2002) <i>Media Semiotics</i> : Manchester: Manchester University Press</p> <p>Umberto, E. (1991) <i>Η σημειολογία στην καθημερινή ζωή</i>, Θεσσαλονίκη: Μαλλιάρης</p> <p>Ceasar, M. (1999) <i>Umberto Eco: philosophy, semiotics and the work of fiction</i>, New York: Polity Press</p> <p>Χαλεβελάκη, Μ. (2010) <i>Εισαγωγή στην σημειολογία</i>, Αθήνα: Καστανιώτη</p> <p>Eco, U. (1979). <i>The role of the reader: Explorations in the semiotics of texts</i> (Vol. 318). Indiana University Press.</p>
Assessment	<p><b>Methods:</b> Students are assessed with coursework that involves homework assignments and class participation, a midterm and a final exam. Students are assessed continuously and their knowledge is checked through tests with their assessment weight, date and time being set at the beginning of the semester via the course syllabus. Students are prepared for final exam,</p>

	<p>by revision on the matter taught and are trained to be able to deal with time constraints and revision timetable. The final assessment of the students is formative and cumulative and is assured to comply with the subject's expected learning outcomes and the quality of the course.</p> <p>The assessment will be based on student's understanding of sociological analytics and hermeneutics and ability to identify, analyze and explain codes, meanings and the interpretation of cultural forms.</p> <p>Specific requirements for the project and the assessment criteria are written down on the project brief that is handed out to students.</p> <p>For mid-term, students are examined on the topics covered up to the date of the test.</p> <p>The final exam is based on the whole course syllabus covered in the semester.</p> <p><b>Assessment Criteria for the homework assignments are:</b></p> <p>Conceptual understanding and analytical skills - 40%</p> <p>Structuring and developing argumentation - 30%</p> <p>Presentation and Communication - 30%</p> <p><b>Weights:</b></p> <p>Final Exam 50 %</p> <p>Mid-term 25 %</p> <p>Homework assignments and participation 25%</p>
Language	English