

Course title:	<b>SEMIOTICS OF TEXT AND IMAGES</b>
Course code:	AAVC 350
Type of course:	Required
Level of course:	Bachelor
Year of study:	3rd
Semester when the course is delivered:	6 <sup>th</sup>
Prerequisites:	AAVC 230
Number of ECTS credits allocated :	6
Hours:	3
Learning outcomes of the course:	Upon completion of the course, students should be able: <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;</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>
Course content:	<p><b>Semiotics, psychoanalysis and hermeneutics</b>  Message levels, meaning forms, multiplicity, contingency and identity.</p> <p><b>Signs, Rhetorics and Mythologies</b>  Fiction, narratives, significations, connotations, codes, myths, mythologies and ideologies.</p> <p><b>Popular culture and everyday life</b>  The mass media, fashion and popularity of cultural products and forms. Distinction, habit, convention and norm establishment.</p> <p><b>Analysing Art</b>  Historical and social context. The producer and the consumer of art products. Literary theory and film theory. Case studies.</p>
Essential reading:	Reader: Selected texts
Recommended reading:	<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>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>
References:	<p>Bourdieu, P. (1984) <i>Distinction: a critique of the judgement of taste</i>, Harvard University Press</p> <p>Zizek, S. (2006) <i>The sublime object of ideology / Το υψηλό αντικείμενο της ιδεολογίας</i>, London: Verso/Scripta</p>
Planned learning activities and teaching methods:	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.
Assessment strategy and assessment	Mid-Term / Quiz                      30%

criteria:	<p style="text-align: right;">Homework assignments 20%</p> <p style="text-align: right;">Final exam 50%</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>
Language of instruction:	English
Work placement(s):	None