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| Course Title | SEMIOTICS OF TEXT AND IMAGES | | | |
| Course Code | CVC416 | | | |
| Course Type | Visual Communication Elective | | | |
| Level | Bachelor | | | |
| Year / Semester | Year 4 th , Semester 7 th or 8 th | | | |
| Teacher's Name | Christiana Karayianni | | | |
| ECTS | 6 | Lectures / week | 3 | Laboratories / week |
| Course Purpose | 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> <ul style="list-style-type: none"> • to apply social science perspectives in cultural analysis; • to comprehend and interpret analytically signs, symbols and meanings in literature, photography and cinema; • to compare and contrast different historical and contemporary cultural perspectives and the codes they employ; • to discuss modern and postmodern trends in cultural production. | | | |
| Prerequisites | None | Corequisites | | |
| Course Content | <p>Structuralism: Introducing the school of thought</p> <p>Semiotics/ Semiology as “the science of signs” Pierce and Saussure:</p> <ul style="list-style-type: none"> • The definition • Models <p>Codes as systems of signs:</p> <ul style="list-style-type: none"> • Definition • Meaning in non-verbal communication <p>Signification: Roland Barth</p> <ul style="list-style-type: none"> • Denotation • Connotation • Myth • Metaphor and Metonymy – special emphasis on visual language <p>Case studies</p> | | | |
| Teaching Methodology | 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 | | | |

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| | <p>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> |
| <p>Bibliography</p> | <p>Book References:</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>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>Assessment</p> | <p>Overall the course is evaluated as follows:</p> <p style="text-align: center;">Final Exams 50% Course work 50%*</p> <ul style="list-style-type: none"> - Mid-Term / Quiz 30% - Homework assignments 20% <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>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>Assessment Criteria for the homework assignments are:</p> <ul style="list-style-type: none"> Conceptual understanding and analytical skills - 40% Structuring and developing argumentation - 30% Presentation and Communication - 30% |
| <p>Language</p> | <p>English</p> |