

Course Unit	Semiotics	Field of study	Communication Science
Bachelor in	Game Design	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	1
Type	Semestral	Semester	1
Workload (hours)	108	Contact hours	T - , TP 45, PL - , TC - , S - , E - , OT - , O -
Level	1-1	ECTS credits	4.0
Code	8309-801-1105-00-23		

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Rogerio Junior Correia Tavares

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Frame the journey of semiotics till it constitutes itself as an autonomous subject;
2. Know the fundamental authors of modern semiotics;
3. Show ability to perform a semiotic approach to communication (verbal and nonverbal) in various media (image, moving image, interactive image);
4. Decode and develop persuasive messages in different media;
5. Demonstrate skills for a scientific approach to subject-matters dealt with during the semester.

Prerequisites

Before the course unit the learner is expected to be able to:
Critical and analytical skills
Ability to interpret and produce text

Course contents

Historical context and definitions of semiotics. Key authors of modern semiotics. The semiotic analysis: method. Applied semiotics.

Course contents (extended version)

1. Forerunners of Semiotics.
2. Definition of semiotics.
3. Brief overview of the history of semiotics:
4. Key authors of modern semiotics, with reference to:
 - Charles Sanders Peirce, Ferdinand Saussure, Roland Barthes, Thomas Sebeok, Thure von Uexküll, others
5. Notions of sign, semiosis and code.
6. Signical motivation and arbitrariness.
7. The semiotic analysis: method.
8. Applied semiotics (from a Peircean perspective).

Recommended reading

1. Gervereau, L. (2007). Ver, compreender, analisar as imagens. Lisboa: Edições 70. [ISBN: 9724412863]
2. Hoopes, J. (ed.) (1991). Peirce on Signs: writings on semiotic by Charles Sanders Peirce. Chapel Hill e Londres: The University of North Carolina Press. [ISBN: 0807843423]
3. Maasik, S. & Solomon, J. (2012). Signs of Life in the USA (7ª ed.). Boston e Nova Iorque: Bedford / St. Martin's. [ISBN: 031264700X]
4. Nöth, W. (1995). Handbook of Semiotics. Bloomington & Indiana: Indiana University Press. [ISBN: 0253209595]
5. Santaella, L. (2010). Semiótica Aplicada. São Paulo: Cengage Learning. [ISBN: 8522102761]

Teaching and learning methods

Expository and demonstrative methods to promote contact with fundamental concepts and their application in case studies, and active method, in which students must take the initiative to problem solving in order to allow greater consolidation of knowledge.

Assessment methods

1. CONTINUOUS ASSESSMENT - (Regular, Student Worker) (Final)
 - Practical Work - 35% (Analysis and production of a project as support to semiotic thought)
 - Development Topics - 5% (Work developed within the interdisciplinary week)
 - Intermediate Written Test - 30% (Written test to check learning)
 - Intermediate Written Test - 30% (Written test to check learning)
2. ASSESSMENT - (Regular, Student Worker) (Supplementary, Special)
 - Intermediate Written Test - 100% (Written test to check learning)

Language of instruction

1. Portuguese
2. Portuguese, with additional English support for foreign students.

Electronic validation

Rogério Junior Correia Tavares	Barbara Costa Vilas Boas Barroso	Carlos Sousa Casimiro da Costa	Luisa Margarida Barata Lopes
23-01-2024	05-02-2024	07-02-2024	14-02-2024