

Course Unit	Semiotics	Field of study	Audiovisuals and Media Production
Bachelor in	Multimedia	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	1
Type	Semestral	Semester	1
Workload (hours)	81	Contact hours	T - , TP 30, PL - , TC - , S - , E - , OT - , O -
Level	1-1	ECTS credits	3.0
Code	9213-656-1106-00-23		

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) **Manuela Dolores Ferreira Carneiro**

Learning outcomes and competences

- At the end of the course unit the learner is expected to be able to:
1. Perceiving the historical evolution of semiotics study
 2. Have a systemic view of semiotic studies
 3. Identify concepts associated with the communication process
 4. Identify the role of semiotics in the context of verbal and non-verbal communication
 5. Develop a critical awareness that allows to understand the double meanings of the media language;
 6. Apply semiotic knowledge to the production in multimedia context

Prerequisites

Before the course unit the learner is expected to be able to:
non-applicable

Course contents

1. Historical background and definitions 2. Signs and semiotics 3. Semiotic analysis: case study 4. Theoretical-practical exercises

Course contents (extended version)

1. Historical background and definitions
 - Peirce's model
 - Saussures' s model
 - Louis Hjelmslev: denotation and connotation
 - Roland Barthes: Myths
2. Semiotics and signs
 - Definition
 - Sign categories
 - Meaning
3. Semiotic analysis: case studies
 - Introduction to image analysis
 - Analyzes: plastic, iconic and linguistic message
4. Theoretical-practical exercises

Recommended reading

1. Carmelo, Luis. (2003). *Semiótica - uma introdução*. Mem Martins: Publicações Europa-América. ISBN 9721053074.
2. Eco, Umberto. (1997). *O Signo*. Lisboa: Presença. ISBN 9722312979.
3. Joly, Martine. (2003). *A Imagem e a sua Interpretação*. Lisboa: Edições 70. ISBN 972-44-1181-8.
4. Joly, Martine. (2004). *Introdução à Análise da Imagem*. Lisboa: Edições 70. ISBN 972-44-0989-9.
5. Santaella, L. (2008). *Imagem: Cognição, Semiótica, Mídia*. Ed. Iluminuras, S. Paulo. ISBN 8573210567.

Teaching and learning methods

Inside the classroom: Teaching and learning methods will be based on a theoretical and practical approach. Focus will be thus given to the practice component in order to apply and solve questions on a functional order. Outside the classroom: Research work.

Assessment methods

1. Final evaluation - (Regular, Student Worker) (Final, Supplementary)
 - Practical Work - 40% (Minimum grade: 7)
 - Final Written Exam - 60% (Minimum grade: 7)
2. Final examination - (Regular, Student Worker) (Supplementary, Special)
 - Final Written Exam - 100%
3. Incoming students - (Regular) (Final, Supplementary)
 - Practical Work - 100%

Language of instruction

Portuguese

Electronic validation

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16-10-2023	16-10-2023	13-11-2023	12-12-2023