

Course Unit	Semiotics		Field of study	Communication Science	
Bachelor in	Game Design		School	School of Public Management, Communication and Tourism	
Academic Year	2022/2023	Year of study	1	Level	1-1
Type	Semestral	Semester	1	ECTS credits	6.0
Code	8309-414-1105-00-22				
Workload (hours)	162	Contact hours	T -	TP 60	PL -
			TC -	S -	E -
			OT -	O -	

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:
The student must have critical and analytical skills.

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. DISTRIBUTED EVALUATION - (Regular, Student Worker) (Final, Supplementary, Special)
 - Practical Work - 30% (Active resolution of proposed assignments and presentation of results.)
 - Practical Work - 30% (Analysis and production of a project as support to semiotic thought)
 - Development Topics - 10% (Work developed within the interdisciplinary week)
 - Intermediate Written Test - 30% (Written test to verify introductory concepts.)
2. MOBILITY STUDENTS - (Regular) (Final, Supplementary, Special)
 - Practical Work - 30% (Active resolution of proposed assignments and presentation of results. Peer reviewed.)
 - Practical Work - 30% (Analysis and production of an object as support to semiotic thought)
 - Development Topics - 10% (Work developed within the interdisciplinary week)
 - Intermediate Written Test - 30% (Written test to verify introductory concepts.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Rogerio Junior Correia Tavares	Barbara Costa Vilas Boas Barroso	Carlos Sousa Casimiro da Costa	Luisa Margarida Barata Lopes
13-10-2022	24-10-2022	24-10-2022	26-10-2022