

Course Unit	Semiotics		Field of study	Audiovisual and Media Production	
Bachelor in	Communication and Journalism		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	9662-657-1104-00-22				
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) Manuela Dolores Ferreira Carneiro

### Learning outcomes and competences

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

1. Understand how an old science such as Semiotics became so current and present in our daily lives;
2. Distinguish the different theoretical approaches of the main traditions related to the study of semiotics;
3. Analyse the role of semiotics in the current communication context;
4. Recognise the different types of signs and their classification;
5. Interpret the signs of the advertisement messages;
6. Develop a critical awareness that allows to understand the double meanings of the media language;
7. Become aware of the instruments that allow a development of an enunciative competence.

### Prerequisites

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

### Course contents

1: Introduction: What is semiotics? 2: The sign and meaning 3: The pragmatic characteristics of the sign 4: Image and communication 5: The semiotics of advertising

### Course contents (extended version)

1. Introduction: What is Semiotics?
  - Signs
  - The sign as an element of the communication process
  - A science for such an ancient theme
2. The sign and meaning
  - The tradition of Semiotics in Contemporary Europe
  - The Contemporary British tradition of Semiotics
  - The fields of Semiotics: Syntax, Semantics, Pragmatics
  - The classification of signs
3. The pragmatic characteristics of the sign:
  - The sign as action
  - Enunciation or the logics of communication
  - The double structure of speech
4. Communication and meaning:
  - Code
  - Denotation
  - Connotation
  - Myth
  - Symbols
  - Metonymy
  - Intertextuality
5. The Semiotics of advertising:
  - Vision, perception and symbolism
  - Advertising texts analysis

### Recommended reading

1. CARMELO, Luís. (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. 972-44-0989-9.
5. VOLLI, Ugo. (2003). Semiótica da Publicidade a criação do texto publicitário. Lisboa: Ed. 70. ISBN 972-44-1204-0.

### 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. Distributed evaluation - (Regular, Student Worker) (Final, Supplementary)
  - Practical Work - 40%
  - Final Written Exam - 60%
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

Manuela Dolores Ferreira Carneiro	Manuela Dolores Ferreira Carneiro	Carlos Sousa Casimiro da Costa	Luisa Margarida Barata Lopes
05-12-2022	05-12-2022	07-12-2022	12-12-2022