

Course Unit	Semiotics	Field of study	Communication Science
Bachelor in	Game Design	School	School of Public Management, Communication and Tourism
Academic Year	2017/2018	Year of study	1
Type	Semestral	Semester	1
Workload (hours)	162	Contact hours	T - 60 TP - 60 PL - TC - S - E - OT - O -
Level	1-1	ECTS credits	6.0
Code	8309-414-1105-00-17		

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, 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 should possess critical skills.

Course contents

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

Course contents (extended version)

1. Introduction to research methodologies.
2. Definition of semiotics.
3. Brief overview of the history of semiotics;
4. Key authors of modern semiotics, with reference to:
 - Saussure, Peirce, Hjelmslev, Jakobson, Barthes, Eco.
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

- DISTRIBUTED EVALUATION (Interns and Erasmus) - (Regular, Student Worker) (Final, Supplementary, Special)
- Practical Work - 50% (Module 1: analytic papers, presentations and work report (min. 8 points);)
- Practical Work - 50% (Module 2: analysis and production of an object as support to semiotic thought (min. 8 points).)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Manuela Dolores Ferreira Carneiro, Rogerio Junior Correia Tavares	Daniel Ribas de Almeida	Daniel Ribas de Almeida	Luisa Margarida Barata Lopes
31-10-2017	02-11-2017	02-11-2017	02-11-2017