

**School of Communication / Public Relations and Advertising**

**2023 - 2024 Academic Year**

**SEMIIOLOGY**

**Syllabus**

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
SEMIIOLOGY	HR2252270	Spring Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Prof.Dr. Ali BÜYÜKASLAN				
<b>Name of Lecturer(s)</b>	Prof.Dr. Ali BÜYÜKASLAN				
<b>Assistant(s)</b>					
<b>Aim</b>	The aim of this course is to introduce students to general theories in the context of semiotics and to explain the basic concepts of structural and social semiotics.				
<b>Course Content</b>	This course contains; Presentation of the Course: An Overview of Semiotics Boundaries and Basic Concepts,Introduction to Semiotics, Formation Process of Meaning, Historical Development Process of Semiotics,Pioneers of Semiotics: Ferdinand de Saussure Linguistics and Semiotics,Pioneers of Semiotics: Charles Sanders Peirce and Types of Signs, Logic and Semiotics,Pioneers of Semiotics: Roland Barthes Semiotics and Meaning,Semiotics and Signification: Denotation, Connotation, Metaphor, Metonymy, Myths, Codes,Culture and Meaning: The Importance of Context in the Construction of Meaning,Formation of Meaning in Text: Codes and Analysis,Semiotic Text Analysis, Advertising Reading,Semiotics and the Functions of Language: Roman Jacobson and the Diagram of Communication,Advertising and Meaning, Analysis of Advertisements, Connotation and Myths in Advertisement,Structuralism and Semiotics,Algirdas Julien Greimas: Semiotic Quadrilateral, Semiotics Overview,Final Exam.				
<b>Course Learning Outcomes</b>				<b>Teaching Methods</b>	<b>Assessment Methods</b>
Comprehends the subject of sign and sign systems.				19, 9	A
Teaches the basic vocabulary of semiotic concepts.				19, 9	A
Explain the signs encountered in their daily lives using a semiotic perspective.				10, 16, 9	A
Recognizes a message as a semiotic text.				10, 16, 9	A
Analyzes the indicators and comprehends the text.				19, 9	A
Comprehends the methodology related to semiotic analysis.				10, 16, 9	A
<b>Teaching Methods</b>	10: Discussion Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Presentation of the Course: An Overview of Semiotics Boundaries and Basic Concepts	Reading the related lecture note/document			
2	Introduction to Semiotics, Formation Process of Meaning, Historical Development Process of Semiotics	Reading the related lecture note/document			
3	Pioneers of Semiotics: Ferdinand de Saussure Linguistics and Semiotics	Reading the related lecture note/document			
4	Pioneers of Semiotics: Charles Sanders Peirce and Types of Signs, Logic and Semiotics	Reading the related lecture note/document			
5	Pioneers of Semiotics: Roland Barthes Semiotics and Meaning	Reading the related lecture note/document			
6	Semiotics and Signification: Denotation, Connotation, Metaphor, Metonymy, Myths, Codes	Reading the related lecture note/document			
7	Culture and Meaning: The Importance of Context in the Construction of Meaning	Reading the related lecture note/document			
8	Formation of Meaning in Text: Codes and Analysis	Reading the related lecture note/document			
9	Semiotic Text Analysis, Advertising Reading	Reading the related lecture note/document			
10	Semiotics and the Functions of Language: Roman Jacobson and the Diagram of Communication	Reading the related lecture note/document			
11	Advertising and Meaning, Analysis of Advertisements, Connotation and Myths in Advertisement	Reading the related lecture note/document			
12	Structuralism and Semiotics	Reading the related lecture note/document			
13	Algirdas Julien Greimas: Semiotic Quadrilateral, Semiotics Overview	Reading the related lecture note/document			
14	Final Exam	Reading the related lecture note/document			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
(Midterm Exam) Quiz		%20			
Midterm Exam		40			
General Exam		60			

Resources	
1- B. Roland, Göstergebilimsel Serüven, İstanbul: Yapı Kredi Yayınları, 2009.	
2- D. Chandler. Semiotics: The Basics. London: Routledge. 2002.	
3- M. Rıfat. Genel Göstergebilim Sorunları ; Kuram ve Uygulama. İstanbul: Sözcce Yayınları. 1986.	
4- İletişim çalışmalarına giriş / John Fiske, İngilizceden çeviren: Süleyman İrvan ; yayıma hazırlayan: Erkan Uzun	
5- F. E. Akerson Göstergebilime Giriş. İstanbul: Alan Yayıncılık, 1987.	
6- F.D. Saussure. Genel Dilbilim Dersleri. Yayımlayanlar Charles Bally, Albert Sechehaye, Albert Riedlinger ; çev. Berke Vardar Ankara: Türk Dil Kurumu Yayınları, 1976.Lecture Notes	