

**School of Communication / Public Relations and Advertising (English)**

**2023 - 2024 Academic Year**

**SEMIOTICS**

**Syllabus**

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
SEMIOTICS	PR2173330	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>	Advertising analysisFilm AnalysisDiscourse Analysis				
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Prof.Dr. Meliha Nurdan TAŞKIRAN				
<b>Name of Lecturer(s)</b>	Prof.Dr. Meliha Nurdan TAŞKIRAN				
<b>Assistant(s)</b>					
<b>Aim</b>	The aim of this course is to enable students to get the main idea or meaning of a written or visual or aural information via mass communication media; to be an expert on intertextuality and advertising visuals, posters and skinvertising or bodyvertising;to realize what the text in a novel or a newspaper column means linguistically and literally, politically, ideologically within the frame of semiological notions and terms.				
<b>Course Content</b>	This course contains; Introduction about Semiology and its comprising, theoreticians on the continent and in the world; expectations of the lecturer, visas and requisites of the course,Linguistic constituents; and the process of comprehension through language; language acquisition; related disciplines linguistics, rhetoric, literature, cinema, text writing and analysing texts and visuals; phonetics and semantics, comprehension process: writing and creating image processes, creating and hiding the meaning ,Ferdinand de Saussure as the establisher of the discipline; his rules and claims about semiology, concepts and terms related ,Saussure; concepts and sign circuit; specifications and its definition in language,Semiotics in the states: C.S Peirce,Sharing of documents related to the field,Semiotics in the states: C.S. Peirce,20 th century Semiology in the Continent; Roland Barthes J.Derrida ,Roland Barthes; concepts and terms,21th cen Semiology: Umberto Eco & his works, theories on the semiology,Textual and visual analyses: applied analyses on the semiology,Visual and Textual analyses: samples Semiological analyses samples camera angles: shooting rules; news photography and semiology,General review.				
<b>Course Learning Outcomes</b>		<b>Teaching Methods</b>		<b>Assessment Methods</b>	
The student; 1-Defines and names semiotics and theorists working on this subject.		10, 16, 19, 20, 3, 37, 9		A	
2-Explains the characteristics of indicators and the basic concepts and terms used in the field					
3-Expresses the concepts of the history of semiotics, its nationals and their contributions to the field					
5- Performs linguistic analysis in texts					
6-Recognizes the indicators in the advertising text.					
7- Knows the process of meaning in semiotics, codes, and explains code types.					
8-TV series apply scientific analysis methods to visual art products.					
4. Defines the linguistic elements of semiotics					
<b>Teaching Methods</b>	10: Discussion Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 20: Reverse Brainstorming Technique, 3: Problem Baded Learning Model, 37: Computer-Internet Supported Instruction, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequenc e</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction about Semiology and its comprising, theoreticians on the continent and in the world; expectations of the lecturer, visas and requisites of the course				
2	Linguistic constituents; and the process of comprehension through language; language acquisition; related disciplines linguistics, rhetoric, literature, cinema, text writing and analysing texts and visuals; phonetics and semantics				
3	comprehension process: writing and creating image processes, creating and hiding the meaning				
4	Ferdinand de Saussure as the establisher of the discipline; his rules and claims about semiology, concepts and terms related				
5	Saussure; concepts and sign circuit; specifications and its definition in language				
6	Semiotics in the states: C.S Peirce				
7	Sharing of documents related to the field				
8	Semiotics in the states: C.S. Peirce				
9	20 th century Semiology in the Continent; Roland Barthes J.Derrida				
10	Roland Barthes; concepts and terms				
11	21th cen Semiology: Umberto Eco & his works, theories on the semiology				
12	Textual and visual analyses: applied analyses on the semiology				
13	Visual and Textual analyses: samples Semiological analyses samples camera angles: shooting rules; news photography and semiology				
14	General review				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

**Resources**

Rifat, Mehmet, 20. yy da Göstergebilim cilt 1-2

- Saussure, Ferdinand de. Genel Dilbilim Dersleri, İstanbul: Multilingual Yabancı Dil Yayınları, 1998.

- Barthes, Roland. Göstergebilimsel Serüven, İstanbul: Yapı Kredi Yayınları, 2009.

- Barthes, Roland. Çağdaş Söylenler, İstanbul: Metis Yayınları, 2003.

- Akerson, Fatma Erkman. Göstergebilime Giriş, İstanbul: Multilingual Yabancı Dil Yayınları, 2005. Barthes, Ronald

Peirce, C.S.

Eco, Umberto

All specific articles or books on Barthes, Peirce, Saussure and Eco: Their lives and discussions