

MEDIA SEMIOTICS

Course syllabus, AY 2020/2021

Instructor:

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COURSE TOPICS

1. Introduction. What is semiotics?
CHANDLER 2007: 1-11.
2. Signs, things and meanings
CHANDLER 2007: 13-30; 69-82.
3. Binary oppositions and narrative syntagms in media culture
CHANDLER 2007: 83-121.
4. Rhetorical structures
CHANDLER 2007: 123-137.
5. Codes of media
CHANDLER 2007: 147-173.
6. Mythologies, discourse and power
DANESI 2004: 141-159.
7. Memetics, intertextuality and humor
CHANDLER 2007: 175-209.; WIGGINS 2019: 37-56.
8. Semiotics of popular culture: sports and celebrity spectacles
Rowe 2004: 142–170; FISKE 2005: 179-223.
9. News semiotics: literal and metaphoric warfare
TULLOCH and BLOOD 2010; SEMINO 2021.
10. Signifying practices and human behavior. The case of climate change
CHADWICK 2017.
11. Semiotics and participatory culture: imagined futures
JENKINS et al. 2020: 1-30.

BIBLIOGRAPHY

- Allan, S. ed. (2010). *The Routledge Companion to News and Journalism*, Revised ed., London - Thousand Oaks - New Delhi: Routledge.
- Chadwick, A. (2017). *Climate Change Communication*. *The Oxford Research Encyclopedia of Communication*. Oxford: Oxford University Press [online resource: oxfordre.com/communication].
- Chandler, D. (2007). *Semiotics. The Basics* (2nd ed.). Routledge.
- Danesi, M. (2004). *Messages, Signs, and Meanings: A Basic Textbook in Semiotics and Communication Theory* (3rd ed.). Canadian Scholar's Press.
- Fiske, J. (2005 [1989]). *Reading the Popular*. London: Routledge.
- Jenkins, H., Peters-Lazaro, G., & Shresthova, S. (Eds.). (2020). *Popular Culture and the Civic Imagination. Case Studies of Creative Social Change*. New York University Press.
- Rowe, D. (2004). *Sport, Culture and the Media*, Maidenhead: Open University Press.
- Semino, E. (2021). "Not Soldiers but Fire-fighters"—Metaphors and Covid-19. *Health Communication*, 36(1), 50–58.
- Tulloch, J. and R. Warwick Blood (2010). *Iconic Photojournalism and Absent Images: Democratization and Memories of Terror*. In Allan, S. ed. (2010). *The Routledge Companion to News and Journalism*, Revised ed., London - Thousand Oaks - New Delhi: Routledge. 507–519.
- Wiggins, B. (2019). *The Discursive Power of Memes in Digital Culture. Ideology, Semiotics and Intertextuality*. Routledge.

REQUIREMENTS

- 1) Preparing examples of applications / case studies for two of the course topics, to be shared in the relevant page of the Class notebook on MS Teams, before the scheduled date of the class. (20%)
- 2) Written exam OR written paper (80%)

The written exam consists of an application of one of the topics covered by the course, in open-book format, on the MS Teams platform.

OR

The written paper should consist of a case study related to one of the topics covered by the course (including the theoretical concepts and the bibliography, length: 3000 words.)