

**COURSE DATA****Data Subject**

<b>Code</b>	33415
<b>Name</b>	Communication semiotics
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2022 - 2023

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
1301 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	1	Second term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1301 - Degree in Audiovisual Communication	10 - Analysis of the audiovisual discourse and its social effects	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
GUILLAMON CARRASCO, SILVIA	340 - Language Theory and Communication Sciences

**SUMMARY**

From a theoretical perspective, this subject studies, on the one hand, the foundations of semiotics as a theory that accounts for the constitution and the use of signs as the basis of communication; the theory of codes, semiosis and pragmatics and the psychological and social constitution of the subject as sender and receiver in communication processes. On the other, he focuses his interest on the semiotic dimension of the "new media".

From the practical perspective, the Semiotics of Communication proposes and formulates a model of analysis of media production and, as a correlate, applies this model to the study of a plural range of dominant texts in today's "mediated" society.



## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

Not required.

## OUTCOMES

### 1301 - Degree in Audiovisual Communication

- Knowledge of communication as a process and the different elements that comprise it. The ability to assimilate knowledge of the specificity of discourse, as well as the representation methods proper to the different technological and audiovisual media. Familiarity with the different theories, methods and problems involved in audiovisual communication and its different languages.
- Competence in a compared analysis of the different contemporary media and media supports.
- Knowledge of the different languages, codes and representation methods of the different technological and audiovisual media: photography, cinema, radio, television, video and electronic image, the Internet, etc. through their aesthetic and industrial proposals and their evolution over the years, which should generate a capacity to analyse audiovisual narratives and works, taking into account iconic messages such as the texts and products of the socio-political and cultural conditions of a given historic era.
- Knowledge and the ability to apply resources, elements, methods and procedures of the construction processes and analysis of the linear and non-linear audiovisual narratives, including the design, establishment and development of strategies, as well as the applications of persuasive communication policies in audiovisual markets.
- Knowledge of spatial imagery and iconic representations in space, both in still and moving images, as well as the elements involved in art direction. The ability to analyse and plan the relationships between images and sounds from an aesthetic and narrative viewpoint in the different audiovisual supports and technologies. The ability to apply image composition techniques and procedures to the different audiovisual supports, based on knowledge of the classical laws and aesthetic and cultural movements of the history of the image by means of the new communication technologies. It also includes knowledge of the psychological models specifically developed for visual communication and persuasion by means of the image.
- The ability to carry out the analysis of the structures, contents and styles of television and radio programmes as well as the different variables that influence their configuration and the communication and entertainment processes generated by them.



## LEARNING OUTCOMES

- Knowledge of the codes and modes of representation of the audiovisual communication
- Ability to identify the cultural and historical social relevance of the aesthetic proposals of audiovisual industries- Ability to carry out analysis of stories and audiovisual works- Analysis of the relevance of visual creativity

## DESCRIPTION OF CONTENTS

### 1. Communication models

Ferdinand de Saussure's Course in General Linguistics. Language, langue and parole. The notion of sign. Communication as signification. The linguistic value. Syntagmatic and paradigmatic relations. Roman Jakobson's functional model.

### 2. Charles S. Peirce's pragmatic model

semiotics as theory of action. Representamen - Interpretant - Object. Indexical signs Iconic signs - Symbols. The notion of unlimited semiosis. The notion of abduction.

### 3. Umberto Eco and Peirce's semiotics

Umberto Eco and Peirce's semiotics. From sign to sign-function. The notion of code. Meaning as a cultural unit. The concept of referent. Semiotics as a theory of lie.

### 4. Roland Barthes' "Elements of Semiology".

### 5. Voloshinov and the philosophy of language

V. N. Voloshinov and the philosophy of language. Signs and ideology as bases of the communicative process. The sign as utterance and discursive action. Signification and comprehension. Monologism and polylogism. The notion of heteroglossia. The concept of dialogism.

### 6. Modeling systems

Modeling systems: natural languages, artificial languages and secondary languages. Conventional and iconic signs. Texts and contexts. The "semiosphere" as a global space for communication processes.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Attendance at events and external activities	30,00	0
Development of individual work	20,00	0
Preparation of evaluation activities	20,00	0
Preparation of practical classes and problem	20,00	0
<b>TOTAL</b>	<b>150,00</b>	

**TEACHING METHODOLOGY**

Cancelled

**EVALUATION**

Final exam. Please contact the teacher

**REFERENCES****Basic**

- Abril, Gonzalo (2007). Análisis crítico de textos visuales. Mirar lo que nos mira. Madrid: Síntesis.
- Barthes, Roland (1990): La aventura semiológica. Barcelona: Paidós. - (1991). Mitologías. Madrid: Siglo XXI.
- Casetti, Francesco (1980). Introducción a la semiótica. Barcelona: Fontanella.
- Eco, Umberto (1985): Tratado de semiótica general. Barcelona: Lumen.
- Grandi, Roberto (1995). Texto y contexto en los medios de comunicación. Análisis de la información, publicidad, entretenimiento y su consumo. Barcelona: Bosch
- Jensen, Klaus, Bruth (1997). La semiótica social de la comunicación de masas. Barcelona: Bosch.
- Serrano, Sebastià (1984). La Semiótica. Barcelona: Montesinos.
- Talens, Jenaro et al. (1978). Elementos para una semiótica del texto artístico. Madrid: Cátedra.
- Lotman, Jurij y la escuela de Tartu (1979). Semiótica de la cultura. Madrid: Cátedra.
- Peirce, Charles, S. (1976). La ciencia de la semiótica. Buenos Aires: Nueva Visión.



### Additional

- Bettetini, Gian Franco (2003). Semiotica della comunicazione. Milano: Bompiani.
- Cosenza, Giovanna (2008). Smiotica dei nuovi media. Roma-Bari: Laterza.
- Eco, Umberto (1993). Apocalípticos e integrados. 11ª edición. Barcelona: Lumen. - (1972): La estructura ausente. Barcelona: Lumen
- Volli, Ugo (2003). Manuale di semiotica. Roma-Bari: Laterza.
- Wolf, Mauro (1991). La investigación de la comunicación de masas. Barcelona, Paidós.
- García Canclini, Néstor (2007). Lectores, espectadores e internautas. Barcelona: Gedisa
- Lochard, Guy; Boyer, Henri (2004). La comunicación mediática. Barcelona: Gedisa.
- Lorusso, Anna María (2010). Semiotica della cultura. Roma-Bari: Laterza
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- Foucault, Michel (1979). La arqueología del saber. México: Siglo XXI. - (2006), Historia de la sexualidad, volumen 1: la voluntad de saber. Madrid: siglo XXI - (2008), El orden del discurso. Barcelona: Tusquets.
- Jakobson, R. (1981). Lingüística y poética. Madrid: Cátedra.
- Ponzio, Augusto (1974). Producción lingüística e ideología social. Madrid: Comunicación. - (1999). La revolución bajtiniana. Madrid: Cátedra.
- Saussure, Ferdinand de (1972). Curso de Lingüística General. Madrid: Alianza.
- Serrano, Sebastià (1984). La Semiótica. Barcelona: Montesinos.
- Voloshinov, Valentin (1992). Marxismo y filosofía del lenguaje. Madrid: Alianza.