

Faculty of Economic, Social and Political Sciences



COMU2131 Semiology of analogue communications

[30h] 3 credits

Teacher(s): Jean-Pierre Meunier
Language: French
Level: Second cycle

Aims

By the end of the course, students will have:
 a good understanding of the semiotic models and concepts relating to analogue messages;
 the ability to analyse the semantic content of an analogue message, and to formulate hypotheses on this reception.

Main themes

The course aims to provide theoretical and conceptual frameworks for the analysis of Communications processes involving analogue signs.
 The following three main themes will be addressed:
 definition of the field of analogue communications in relation to that of digital communications;
 the various kinds of analogue signs;
 the problem of the meaning of analogue signs;
 the problem of the relationship involved by analogue communication;
 the problem relating to the phenomena of perception, cognition and representation linked to analogue communication.

Content and teaching methods

The course develops the main themes listed above through a systemic comparison between verbal signs and analogue signs, and an approach to the following specific questions and notions:

- the psychological genesis of images;
- the perception of images and the psychological phenomena involved (e.g. participation and identification);
- the semiological model of meaning (denotation and connotation), and criticism thereof;
- the question of polysemia;
- metaphor and metonymy at the root of analogue meaning;
- the relationship between image and cognition.

Methodology

The course will include lectures illustrated by analyses of concrete examples of images and other kinds of analogue signs. There will also be analytical exercises to be completed by small groups.

Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Pre requirements: ESPO course in Sociology (second year of first cycle).
 Assessment will include a theoretical section, and another sector involving concrete analysis.
 Help from an Assistant in the supervision of exercises is desirable.

Other credits in programs

ARKE21	Première licence en histoire de l'art et archéologie	(3 credits)	
COMU21/AM	Première licence en information et communication (Analyse des médias)	(3 credits)	Mandatory
COMU21/J	Première licence en information et communication (Journalisme)	(3 credits)	Mandatory
COMU21/MS	Première licence en information et communication (Médiation des savoirs)	(3 credits)	Mandatory
COMU21/RP	Première licence en information et communication (Relations publiques et communication d'organisation)	(3 credits)	Mandatory
COMU2M1/AM	Master en information et communication (option analyse des médias et théories de la communication)	(3 credits)	Mandatory
COMU2M1/J	Master en information et communication (option journalisme)	(3 credits)	Mandatory
COMU2M1/MS	Master en information et communication (option médiation des savoirs)	(3 credits)	Mandatory
COMU2M1/RP	Master en information et communication (option relations publiques et communication d'organisation)	(3 credits)	Mandatory
GLIB21MS	Première année de master en sciences et technologies de l'information et de la communication, à finalité spécialisée	(3 credits)	
GLIB21MS/ED	Première année de master en sciences et technologies de l'information et de la communication, à finalité spécialisée (en édition)	(3 credits)	
GLIB22MS	Deuxième année de master en sciences et technologies de l'information et de la communication, à finalité spécialisée	(3 credits)	
GLIB22MS/ED	Deuxième année de master en sciences et technologies de l'information et de la communication, à finalité spécialisée (édition)	(3 credits)	
GLIB2MS	Master en sciences et technologies de l'information et de la communication, à finalité spécialisée	(3 credits)	