





5 credits	30.0 h	Q2
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Teacher(s)	Verhaegen Philippe ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	Part ex cathedra addresses the general theory of signs. - Notions of Linguistics saussurian (elements of syntax and semantics) and introduction to semiology structurale (Buyssens, Prieto, Hjelmslev, Barthes, Eco, ...). - Definition of pragmatic language (analysis of the interactional and déïctique: Austin, Searle, Ducrot, ...) and general (Jakobson, Bateson, Goffman, ...). - Notions of semiotics and cognitive inferential: presupposition, indirection, interpretation (Grice, Peirce, Sperber and Wilson ...).
Aims	<p>1 At the end of this course the student will be able -to present and discuss the major theoretical and conceptual framework for the study of sign systems (digital and analog) -locate semiotics in the field of information science and Communication -to undertake a systematic analysis and rigorous basic semiotic devices (media linking text and image)</p> <p>-----</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Content	The course begins its reflection from a semiotic "restricted", that which followed the language of F. de Saussure-semiology structurale-interest to then, with the current pragmatic, the contexts of interaction and finally lead to a semiotic "expanded", that of CS Peirce interpretation which places the center of the operation of various types of signs. In doing so, the course covers, discusses and compares the basic concepts of each course and tries to reflect the specific point of view taken by each of them: the meaning of the sign, the relationship caused by him or the interpretation against them and at the same time is. The course seeks to better illustrate each concept and to do so frequently resorted to regular communication devices: interactive situations, newspapers, TV shows, pubs, posters, web sites, etc.. The syllabus and portfolio texts allow the student to return to their notions from scientific contexts.
Other infos	Evaluation: The evaluation focuses on understanding and assimilation of concepts and theoretical frameworks discussed both during and in the portfolio of texts and on the ability of students to apply them to the analysis of devices sémiotique basic questions. Support: syllabus and portfolio of key texts Other: This course is part of the minor in information and communication.
Faculty or entity in charge	ESPO

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Bachelor in History of Art and Archaeology : General	ARKE1BA	5		
Bachelor in Information and Communication	COMU1BA	5		
Minor in Linguistics	LLING100I	5		
Minor in Information and Communication	LCOMU100I	5		
Minor in French Studies	LFRAN100I	5		