lcomu2270
2019

COGNITIVE SEMIOLOGY

UCLouvain

In view of the health context linked to the spread of the coronavirus, the methods of organisation and evaluation of the learning units could be adapted in different situations; these possible new methods have been - or will be - communicated by the teachers to the students.

5 credits	30.0 h	Q1

Teacher(s)	Fastrez Pierre ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	The course aims at presenting the main conceptual frameworks that federate research in cognitive science (cognitivism, connexionism, experientialism) and at showing their usefulness for the study of mediated communication. The main themes to be discussed are the respective epistemologies of each of these paradigms (objectivism, constructivism...) and the central concepts of cognitive semantics and cognitive linguistics, which delineate the current orientations in cognitive semiotics, as well as their consequences on the study of the relationship between representational systems and cognitive activity (cf. contents...). The course also aims at showcasing the usefulness of the semio-cognitive approach to the design of media messages and communicational artifacts.
Aims	1. Become knowledgeable on the topics of the main theoretical paradigms that have structured cognitive science, and of the main concepts they yielded, which underlie the semio-cognitive analysis of communication situations. - - - - 4. Apply these concepts to analyze a given mediated communication situation or media message, and to formulate hypotheses on the relationship between its techno-semiotic properties and the cognitive activity of its users. - - - - *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".*

Evaluation methods	**Due to the COVID-19 crisis, the information in this section is particularly likely to change.**
	Evaluation includes a theoretical part as well as a part dedicated to the application of concepts explained in class to a communication situation.
	Course evaluation includes:
	
	• a written assignment consisting in:
	
	   • reading one or two scientific articles related one of the course chapters (part 2);
	   • the application of the concepts presented in this/these paper(s) to a mediated communication situation of choice, in the form of a report showcasing the student's ability to understand these concepts and apply them in an analytical approach.
	• a written examination consisting of four to five questions covering the major chapters of the course, each student being exempted from answering the question corresponding to the chapter he / she has addressed in his / her assignment;
	• where appropriate, participation in the course sessions organized in the form of a seminar (presentation and discussion of texts)

Teaching methods	**Due to the COVID-19 crisis, the information in this section is particularly likely to change.** The course relies mainly on lectures, complemented by readings and a personal assignment that focuses on the application of concepts explained in class.
Content	The course contains two parts: 1. Cognitive Science Paradigms and Views of Cognition. This part introduces students to cognitivism-computationalism, connexionism and experientialism, situates them in the historical perspective of their advent, and develops the different views of cognition they yielded: cognition as information processing, as computation, as parallel distributed processing, as propagation of representational states, as embodied experience... 2. Communication and Cognition: Conceptual Tools. This part presents a set of concepts that underlie the semio-cognitive analysis of communication settings:

	• the notion of conceptual projection in the study of metaphor, analogy and conceptual integration; • the notion of cognitive system in the context of distributed cognition; • the notions of schema and schematicity and their entailments on the issues of representation and knowledge.
Inline resources	Moodle website
Other infos	**Material** Lecture notes, course reader.
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Information and Communication Science and Technology	STIC2M	5		🔍
Master [120] in Linguistics	LING2M	5		🔍
Master [60] in Information and Communication	COMU2M1	5		🔍