

Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

5 credits	30.0 h + 10.0 h	Q2
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Teacher(s)	Verhaegen Philippe ;
Language :	French
Place of the course	Mons
Prerequisites	<i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i>
Aims	<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>
Evaluation methods	<p><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>2 out of 20 points: attendance at class. If the student accumulates more than two absences, an individual written work is requested to obtain the 2 points.</p> <p>18 points out of 20: Written examination in session and written group work, supervised by an assistant.</p> <p>The different parts (presence, written exam, group work) are obligatory.</p> <p>Second session: written examination in session. The rating of the group work is retained if it is equal to or greater than half; otherwise, the student will have to submit an individual written work to be fixed with the assistant. The attendance score is retained if it is equal or more than 1 points; otherwise, individual work will be requested.</p>
Teaching methods	<p><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>Lectures; examples; exercises; practical work supervised by an assistant.</p>
Content	The course takes up the great theories of the sign and the production of meaning (Saussure, Peirce, $\mu$ Group, Greimas) by focusing them in perspectives of concrete analysis and focusing particularly on the question of the semiotic functioning of iconic and iconic-verbal productions (advertising, comics, organization communication).
Inline resources	Textes and supports will be available on Student corner during the course.
Bibliography	<p>Introduction aux théories de la communication, Jean-Pierre Meunier, Daniel Peraya, Deboeck, 3e édition, 2010.</p> <p>Introduction à l'analyse de l'image, Martine Joly, Colin, 3ème édition, 2015.</p> <p>Signe et communication, Philippe Verhaegen, Deboeck, 2010.</p>
Faculty or entity in charge	COMU

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Bachelor in Information and Communication	COMM1BA	5	MCOMU1208	