




4.00 credits

22.5 h

Q1

Teacher(s)	Catellani Andrea ;Gilson Gaël ;
Language :	French
Place of the course	Louvain-la-Neuve
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>
Learning outcomes	
Evaluation methods	<p>The evaluation focuses on the understanding and assimilation of the notions and theoretical frameworks of semiotics, particularly with a view to being able to mobilize them to describe the functioning of elementary semiotic devices.</p> <ul style="list-style-type: none"> <li>- January session: written exam consisting of MCQs (multiple choice questions) and an optional open-ended question, which can influence the grade for a maximum of 2 points out of 20.</li> <li>- Second session (September): written exam consisting of MCQs (multiple choice questions) and an optional open-ended question, which can influence the score for up to 2 points out of 20. If the number of students is less than or equal to 30, the exam will be written with open questions.</li> </ul>
Teaching methods	Lecture. To best illustrate the concepts presented, examples of communication devices that are part of our daily lives are analyzed. Revision exercises are regularly proposed to accompany the assimilation and understanding of the subject.
Content	<p>The course begins its reflection from the semiotics stemming from F. de Saussure's linguistics, structural semiotics, and then focuses, with the pragmatic current, on the specific contexts of interaction. It leads to the semiotics of C.S. Peirce, which places interpretation at the center of the functioning of the different types of signs and opens the way to cognitive semiotics.</p> <p>In so doing, the course addresses, discusses and confronts the essential notions of each of these currents and endeavors to account for the specific point of view taken by each of them: the meaning of the sign, the relation induced by it, the cognitive mechanisms it solicits and the interpretation of which it is the object and at the same time constitutes it.</p> <p>Topics covered</p> <p>The course presents, discusses and compares the major currents of the general theory of signs, describes its main concepts and shows its contribution to the understanding of current phenomena in the field of information and communication. To this end, it mobilizes three points of view: structural semiology, pragmatics and cognitive semiotics.</p> <p>Learning outcomes</p> <p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. present and discuss the main theoretical and conceptual frameworks for the study of sign systems ;</li> <li>2. situate semiotics and evaluate its contribution to the field of information and communication sciences</li> <li>3. undertake a methodical and rigorous description of elementary semiotic devices.</li> </ol>
Inline resources	Page on Moodle.
Bibliography	<ul style="list-style-type: none"> <li>• Ph. Verhaegen, Signe et communication, De Boeck, Bruxelles, 2010</li> <li>• Documents et slides mis à disposition sur le site du cours</li> </ul>
Other infos	This course is part of the minor in information and communication. It provides the theoretical basis for the course LCOMU1316 Semiotic Approaches in Communication which focuses on the methodology and analysis tools used in this field.
Faculty or entity in charge	ESPO

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Minor in Information and Communication	MINCOMU	5		
Minor in French Studies	MINFRAN	5		
Bachelor in Information and Communication	COMU1BA	4	LCOMU1211	
Minor in Linguistics	MINLING	4		