

5.00 credits

30.0 h + 10.0 h

Q2

Teacher(s)	. SOMEBODY ;Andry Tiffany ;Christophe Christel ;
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>
Learning outcomes	
Evaluation methods	<p>Learning outcomes will be assessed on an ongoing basis and through a written examination in the June term. Students who fail the June session will be invited to present an individual analysis and a written exam in the August session.</p> <p>JUNE SESSION</p> <p>Continuous assessment</p> <p>During the course of the semester, students are continuously evaluated through their participation in various online tests. These tests are related to the theoretical knowledge of the subject.</p> <p>At the end of the term, a group work will have to be carried out in relation with the theme chosen within the framework of the methods courses of the common core.</p> <p>All these activities are part of the evaluation and are therefore mandatory.</p> <p>Written exam</p> <p>During the semester, students are evaluated in writing on their theoretical knowledge and on their acquired methodological skills.</p> <p>Theoretical component: the written exam in session covers the three parts of the course, with a weighting of 1/3 for each part.</p> <p>Methodological component: the in-session written exam will require the student to conduct a semiotic analysis according to the analytical grid developed during the course, which aims to integrate the contributions of the three semiotic currents seen in the course.</p> <p>The points for the various parts are added together and the overall grade determines whether or not the student passes. There is no possibility of exemption from one or the other part in case of failure.</p> <p>Final grade</p> <p>For the June session, the final grade takes into account the tests (20%), the group work (30%) and the written exam (50%).</p> <p>AUGUST SESSION</p> <p>Students who fail the June session will be required to complete a written exam and an individual analysis paper. The individual paper is worth 50% of the grade and the written exam is worth 50% as well.</p> <p>Individual analysis work</p> <p>If the mark for the group work is equal to or higher than 10/20, it can be taken into account for the August session. To do so, the student must make an explicit request.</p> <p>A student who has obtained a mark of less than 10 in the group work and who fails all the activities (tests, group work and written exam) must submit an individual analysis paper.</p> <p>Written exam</p> <p>During the semester, students are evaluated in writing on their theoretical knowledge and acquired methodological skills.</p> <p>Theoretical component: the written exam in session covers the three parts of the course, with a weighting of 1/3 for each part.</p> <p>Methodological component: the in-session written exam will require the student to conduct a semiotic analysis according to the analytical grid developed during the course, which aims to integrate the contributions of the three semiotic currents seen in the course.</p> <p>The points of the different parts are added up and the overall score determines whether or not the student passes. There is no possibility of exemption from one or the other part in case of failure.</p>

<p>Teaching methods</p>	<p>Lecture; practice examples, required readings, tests, and group work.</p> <p>*COVID-19 methods:</p> <p>The course is given face-to-face or remotely depending on various parameters: the evolution of sanitary measures, the number of seats available in the auditorium, the availability of technical equipment... The organization of group work (outside of the scheduled sessions) is the responsibility of the students, but it must be carried out in compliance with the sanitary rules in effect.</p> <p>The agenda of the sessions and the work to be done is available on the course website (Student Corner) as well as, as and when required, information on the material organization of each session.</p>
<p>Content</p>	<p>The course is divided into three parts structured around three major semiotic currents:</p> <ul style="list-style-type: none"> Structural semiotics Pragmatic semiotics Cognitive semiotics <p>The course presents and discusses the various methodological principles associated with the three major currents of semiotics. It describes the tools and techniques that result from them, specifies their field(s) of application and applies them to simple (text, image, sound, gesture...) or complex devices (audio-visual, graphics, film, cartoon, animation, multimedia, web site...).</p> <p>The course is given in the perspective of providing students with the mastery of methods of semiotic analysis of any device involving signs or languages by striving to make explicit the meaning attached to them and to describe their potential effects both in terms of induced relations and of the cognitive effects solicited. In this respect, concrete analyses of communication devices will be regularly presented to students. Students will be offered an analysis grid that allows them to integrate the various contributions of semiotic currents.</p> <p>Finally, the course proposes to discuss the constraints and limitations of these methods and describes the avenues envisaged to remedy them.</p> <p>From the point of view of its articulation with the students' program of studies, the course is part of the common core "Theories and methods in information and communication" and therefore provides for the realization of a group work in connection with the project developed in the framework of this common core. (See point on "evaluation methods")</p> <p>Compulsory readings are part of the course.</p>
<p>Inline resources</p>	<p>Textes and supports will be available on Student corner during the course.</p>
<p>Bibliography</p>	<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>
<p>Faculty or entity in charge</p>	<p>COMU</p>

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor in Information and Communication	COMM1BA	5	MCOMU1208	