



Faculté des sciences économiques,  
sociales et politiques

ESPO

COMU2131 **Semiology of analogue communications**

[30h] 3 credits

**Teacher(s):** Jean-Pierre Meunier  
**Language:** french  
**Level:** 2nd cycle course

### Aims

By the end of the course, students will have:  
a good understanding of the semiotic models and concepts relating to analogue messages;  
the ability to analyse the semantic content of an analogue message, and to formulate hypotheses on this reception.

### Main themes

The course aims to provide theoretical and conceptual frameworks for the analysis of Communications processes involving analogue signs.  
The following three main themes will be addressed:  
definition of the field of analogue communications in relation to that of digital communications;  
the various kinds of analogue signs;  
the problem of the meaning of analogue signs;  
the problem of the relationship involved by analogue communication;  
the problem relating to the phenomena of perception, cognition and representation linked to analogue communication.

### Content and teaching methods

The course develops the main themes listed above through a systemic comparison between verbal signs and analogue signs, and an approach to the following specific questions and notions:

- the psychological genesis of images;
- the perception of images and the psychological phenomena involved (e.g. participation and identification);
- the semiological model of meaning (denotation and connotation), and criticism thereof;
- the question of polysemia;
- metaphor and metonymy at the root of analogue meaning;
- the relationship between image and cognition.

#### Methodology

The course will include lectures illustrated by analyses of concrete examples of images and other kinds of analogue signs. There will also be analytical exercises to be completed by small groups.

### Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Pre requirements: ESPO course in Sociology (second year of first cycle).  
Assessment will include a theoretical section, and another sector involving concrete analysis.  
Help from an Assistant in the supervision of exercises is desirable.

**Other credits in programs**

<b>ARKE21</b>	Première licence en histoire de l'art et archéologie	(3 credits)	
<b>COMU21/AM</b>	Première licence en information et communication (Analyse des médias)	(3 credits)	Mandatory
<b>COMU21/J</b>	Première licence en information et communication (Journalisme)	(3 credits)	Mandatory
<b>COMU21/MS</b>	Première licence en information et communication (Médiation des savoirs)	(3 credits)	Mandatory
<b>COMU21/RP</b>	Première licence en information et communication (Relations publiques et communication d'organisation)	(3 credits)	Mandatory
<b>COMU22/MS</b>	Deuxième licence en information et communication (Médiation des savoirs)	(3 credits)	
<b>COMU2M1/AM</b>	Master en information et communication (analyse des médias et théories de la communication)	(3 credits)	Mandatory
<b>COMU2M1/J</b>	Master en information et communication (journalisme)	(3 credits)	Mandatory
<b>COMU2M1/MS</b>	Master en information et communication (médiation des savoirs)	(3 credits)	Mandatory
<b>COMU2M1/RP</b>	Master en information et communication (relations publiques et communication d'organisation)	(3 credits)	Mandatory
<b>GLIB21MS</b>	Première année de master en sciences et technologies de l'information et de la communication, à finalité spécialisée	(3 credits)	
<b>GLIB2MS</b>	Master en sciences et technologies de l'information et de la communication, à finalité spécialisée	(3 credits)	
<b>LING2MA</b>	Master en linguistique, à finalité approfondie en linguistique générale et appliquée	(3 credits)	