

Faculty of Economic, Social and Political Sciences



COMU2242 Semio pragmatic analysis of audio scripto visual communications

[20h+10h exercises] 4 credits

Teacher(s): Jean-Pierre Meunier
Language: French
Level: Second cycle

Aims

By the end of the course, students will have:

- . a good understanding of the concepts that have emerged from the pragmatics of communication (pragmatic linguistics, pragmatically sourced semiotics, and psycho sociological pragmatics);
- . the ability to analyse and characterise an audio scripto visual message in semio-pragmatic terms, and to formulate hypotheses on its reception and (e.g. relational and cognitive) social implications.

Main themes

This course is located in a framework of socio discursive interactionism that acknowledges the interplay of semiotic instruments in processes of interaction and socialisation.

The main aim is to determine, on the basis of various existing linguistic and semiotic models, analytical instruments that characterise and evaluate social discourses (i.e. audio scripto-visual messages circulating in society) from the point of view of their (e.g. relational and cognitive) psycho social implications.

The following main themes will be addressed:

- psycho sociological pragmatics;
- the linguistic theory of enunciation;
- the linguistic theory of illocutionary acts;
- the relationship between communication and cognition, and inferential pragmatics;
- semio pragmatics and cognitive semiotics;
- the notion of socio discursive interactionism.

Content and teaching methods

The course analyses the various dimensions of communication identified by various linguistic and semiotic theories, and the various corresponding methods of analysis:

- the 'code' dimension of the various semiotic systems;
- the relational dimension highlighted by various linguistically and psycho-sociologically sourced pragmatic theories;
- the cognitive dimension developed by theories derived from cognitive sciences and focusing on the correlative mental operations and representations of communication processes.

A review of various notions relating to these dimensions will mainly aim at identifying and clarifying indicators that characterise all communications as the installation of a relational and cognitive device.

The methodology will include lectures, case studies in plenary sessions, and analytical work carried in small groups.

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

Assessment will focus on a theoretical understanding of the concepts, and on an ability to apply them to an analysis of a concrete message. There will be at least one test of knowledge acquired during the semester. The course will require supervision by Assistants.

Other credits in programs

COMU21/AM	Première licence en information et communication (Analyse des médias)	(4 credits)	
COMU21/MS	Première licence en information et communication (Médiation des savoirs)	(4 credits)	
COMU21/RP	Première licence en information et communication (Relations publiques et communication d'organisation)	(4 credits)	Mandatory
COMU22/AM	Deuxième licence en information et communication (Analyse des médias)	(4 credits)	
COMU22/J	Deuxième licence en information et communication (Journalisme)	(4 credits)	
COMU22/MS	Deuxième licence en information et communication (Médiation des savoirs)	(4 credits)	
COMU22/RP	Deuxième licence en information et communication (Relations publiques et communication d'organisation)	(4 credits)	
COMU2M1/AM	Master en information et communication (option analyse des médias et théories de la communication)	(4 credits)	Mandatory
COMU2M1/MS	Master en information et communication (option médiation des savoirs)	(4 credits)	Mandatory
COMU2M1/RP	Master en information et communication (option relations publiques et communication d'organisation)	(4 credits)	Mandatory