
MEDIA SEMIOTICS in Spring 2019 (CM3062)

Course Code	CM3062	Professor(s)	Waddick Doyle
Prerequisites	None	Office Number	G-306
Class Schedule	MR: 10:35-11:55 in G-113	Office Hours	Thursday 4 pm to 6pm
Credits	4	Email	wdoyle@aup.edu
Semester	Spring 2019	Office Tel. Ext.	676

Course Description

COURSE DESCRIPTION: This course introduces students to theories of semiotics, as they are applied to media and branding. Semiotics is the study of meaning making; we will study how meaning is made and developed in brands. We will study a range of media forms, including Internet television, cinema, websites, advertising and print media, as sign systems in order to analyse how cultural meanings are produced and received. Particular attention will be given to brands and their global circulation as signs.

Course Learning Outcomes

To perform semiotics analyses of media texts
To study the relation between texts and contexts in media
A critical awareness of media and how cultural meanings are produced in media
An understanding of the role of the semiotic in economic processes through branding and media planning
An understanding of the relationship between semiotics and emotions
An understanding of how cultural meanings are linked to processes of global circulation

General Education

[PLEASE EDIT OR REMOVE THE FOLLOWING TEXT AS APPLICABLE]

The general education program at AUP consists of four requirements: Speaking the World, Modeling the World, Mapping the World, and Comparing Worlds Past and Present.

This course can be used to fulfill the [INDICATE THE REQUIREMENT(S) FULFILLED BY THE COURSE] requirement and as such has the following learning outcomes:

[INDICATE THE GENERAL EDUCATION LEARNING OUTCOMES]

Course Outline

CLASS SCHEDULE:

January

Week I – 21 – 25th

Monday 21st - Session I

TOPICS Introduction and orientation (no readings) Shannon and Weaver model

Thursday 24th - Session II

Topics: Basic Semiotics Revision

READINGS: Tom Streeter, *Semiotics and Advertising*

Website: http://www.uvm.edu/~tstreete/semiotics_and_ads/

January 28th – last day to drop/add courses online

Week II – 28th – 1 Feb

Monday 28th - Session I

TOPICS Advertising Analysis

1. Semiotics: Connotation and paradigms. And Syntagm. Narrative. Myths.

READINGS: Doyle, W., 2003-05-27 "From Naturalisation to Sacralisation: Changing Paradigms for Analysing Visual Advertising" *Paper presented at the annual meeting of the International Communication Association, Marriott Hotel, San Diego, CA Online < PDF>.* 2009-05-26 Pp. 1 to 8

Thursday 31st - Session II

TOPICS: Advertising Analysis 2

READINGS Doyle, W., 2003-05-27 "From Naturalisation to Sacralisation: Changing Paradigms for Analysing Visual Advertising" *Paper presented at the annual meeting of the International Communication Association, Marriott Hotel, San Diego, CA Online <. PDF>.* 2009-05-26 Pp. 9 to end

Week III – 4 -11 Feb.

Feb 4h - 11Session I

TOPICS: Visual Persuasion_

READINGS: Visual Persuasion: Paul Messaris, *Visual Persuasion*. Thousand Oaks: Sage, 1997, on black board.

Thursday 1st - Session II guest lecture: Deirdre Gilfedder "

NO Reading Please bring ads to class

Session II

Week IV - 11th - 15th Learning Advertising analysis

Monday 11th - Session I / Conations and Values: How to do a mood board

No reading

Thursday 14th - Session II advanced Semiotic analysis Analysing retail spaces

No reading.

Week V - 18th – 22nd

Monday 18th - Session I Quiz on Doyle reading and Streeter website and Danesi chapter one and two

Read: Danesi M. **Brands** Routledge 2006 chapter 1

Read

Thursday 21st - Session I1 Brands Image and brand Textuality

Danesi M. **Brands** Routledge 2006 chapter 3 and 4

Week VII

READINGS Danesi:

Monday 25 Feb - Session I

Advertising Analysis Presentations

Submit PowerPoint or Prezzi

Thursday 28 Feb – Brands and Culture

READINGS Danesi: Brands Routledge 2006 Chapter 4 pp. 91 to 111

Spring Break March 4 Th to 15th

Week VIII - 19th – 23rd March

Monday 18th - Session I

How to do a Brand audit: Brand Inventory

No reading

Thursday 21st - Session II

TOPICS Brands and globalization

READINGS Danesi: Brands Routledge 2006 Danesi: Brands Routledge 2006 Chapter 5 111 to 137

Week IX - 26th - 30th

Monday 25th - Session I

TOPICS: Brand Values. Semiotics and Market research Defining values

READINGS “Values underlying the consumption of perfume: Social-semiotic approach”

Carla Melo and Paulo de Lancaster
available

http://www.escpeap.net/conferences/marketing/2008_cp/Materiali/Paper/Fr/Melo_deLencastre.pdf

Thursday 28th - Session II

TOPIC: Brand Analysis 1 read Walker R. " Buying In" Random House 2008 pp. xi to xxi and 3 to 21

READINGS read Walker R. " Buying In" Random House 2008 pp. xi to xxi and 3 to 21

March 30th Last day to withdraw or choose credit/no credit option

April

Week IX - 2nd - 6th

Monday 1 April - No class Professor in Tunis with class

Thursday 4th - Session II

TOPICS: Brand analysis 2

READINGS Make-up Class read Walker R. "Buying In" Random House 2008 pp. 35 to 51

READINGS

Week X - 8th -12th

Monday 8th - Session I

TOPICS Brand Analysis 3 read

READINGS: Walker R. " Buying In" Random House 2008 pp. 189 to 207

Thursday 11th - Session II

Brand Analysis Presentations

READINGS NO reading

TOPICS: Magazines: Defining the Self and Deixis

READINGS

David Machin and Joanna Thornborrow, "Lifestyle and the Depoliticisation of Agency: Sex as Power in Women's Magazines", *Social Semiotics* 16.1 (2006): 173-188

Week XII -14th – 19th

Monday 15th d - Session I

TOPICS : Narrative Structure : Actants

READINGS Vladimir Prop see blackboard chapter 9

Thursday 18th - Session II

TOPICS Narrative Structure 2: Greimas

Katilus- Boydston, Marvin The Semiotics of A. J. GREIMAS: an Introduction LITHUANIAN QUARTERLY JOURNAL OF ARTS AND SCIENCES Volume 36, No.3 - Fall 1990

Week XIII - THURSDAY 25TH

Monday 22nd – EASTER MONDAY HOLIDAY

THURSDAY 25TH

TOPICS Greimas Semiotics of manipulation and semiotics of emotions

READINGS: Greimas A.J . “ On Anger” from *On Meaning* University of Minnesota Press

Week XIV – 29th to 4th May

Monday 29th - Session I

TOPICS: Semiotics of Culture, Christian and Islamic Semiotic Theory

READINGS

Reading: Ahmed S. What is Islam, Pretext, text and context

[http://www.greatrarebooks.com/Catalogue Yearwise/Eng Books Old/Books/eng-old-books/religion/religion/Islam.Christianity.Tradition.pdf](http://www.greatrarebooks.com/Catalogue%20Yearwise/Eng%20Books%20Old/Books/eng-old-books/religion/religion/Islam.Christianity.Tradition.pdf)

Thursday 4th May

Paper Due Paper presentations

Semiotics of the Body

Monday 6th May

TOPICS Paper presentations

READINGS No readings

Final exam May 13 8:30 AM

Textbooks

This course doesn't have any textbook.

Attendance Policy

ATTENDANCE:

Attendance is compulsory. **More than four missed classes for whatever reason result in failure of the class. You need to be at class on time having done your reading. You are not allowed to get up and walk out of the class for whatever reason.**

Attention

I want your full attention in class . if you do not understand stop me and ask .

NO PHONES NO LAP TOPS : Please buy a notebook and take notes

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

GRADING:

Final grades will comprise the following items:

P anticipation and reading reports: 20%

Advertising analysis presentation 10%

In groups of two or three, students will carry out a thorough semiotic analysis of two examples of print advertisement and make a formal 10-minute presentation of your work to the class in Week 5.

Brand Analysis/ mid term exam 20%

This oral presentation will be held in class and students in groups will present a semiotic analysis of a brand

Term paper 30%

The final paper will be a sustained analysis of your choice of media text (such as a television program, an advertising campaign, a film or film sequence, a music video, newspaper, etc.) employing key semiotic techniques taught during semester. It can also be an extended brand analysis with theoretical elements Each student must submit a proposal and bibliography by Week 8, after discussion of your topic with the professor. The final paper will be due in class on 30 April. Each student will then present their research to the class during the last two or three classes

Final exam 20%

A final written exam covering key material from the semester will be held in the finals week.

Other
