

# FIȘA DISCIPLINEI

## 1.Date despre program

1.1 Instituția de învățământ superior	UNIVERSITATEA DIN BUCUREȘTI
1.2 Facultatea/Departamentul	FACULTATEA DE Jurnalism si Stiintele Comunicarii
1.3 Catedra	Departamentul de Antropologie culturala si Comunicare
1.4 Domeniul de studii	Stiinte ale comunicarii
1.5 Ciclul de studii	Ciclul 2. Studii universitare de masterat
1.6 Programul de studii/Calificarea	Media, Public Communication and Globalization

## 2.Date despre disciplină

2.1 Denumirea disciplinei	Semiotics, multimodality and discourse studies						
2.2 Titularul activităților de curs	Prof. Dr. Daniela Frumușani						
2.3 Titularul activităților de seminar	Prof.Dr. Daniela Frumusani						
2.4 Anul de studiu	2	2.5 Semestrul	2	2.6 Tipul de evaluare	examen	2.7 Regimul disciplinei	oblig

## 3.Timpul total estimat (ore pe semestru al activităților didactice)

3.1 Număr de ore pe săptămână	2	din care: 3.2 curs	2	3.3 seminar/laborator	1
3.4 Total ore din planul de învățământ	42	din care: 3.5 curs	28	3.6 seminar/laborator	14
Distribuția fondului de timp					Ore
Studiul după manual, suport de curs, bibliografie și notițe					10
Documentare suplimentară în bibliotecă, pe platformele electronice de specialitate și pe teren					20
Pregătire seminarii/laboratoare, teme, referate, portofolii și eseuri					10
Tutoriat					14
Examinări					3
Alte activități .....					5
3.7 Total ore studiu individual					72
3.9.Total ore (3.4.+3.7.)					114
3.10 Numărul de credite					5

## 4.Precondiții (acolo unde este cazul)

4.1 curriculum	Introduction to Semiotics Fundamentals of Social Sciences
4.2 competences	Information analysis skill Interpersonal, academic, media practices and discourses

## 5.Condiții (acolo unde este cazul)

5.1 conditions of the course	Audio-video equipment; Internet
5.2 conditions of the seminar	Audio-video equipment; Internet

## 6.Competențe specifice acumulate

Professional competences	Knowledge and understanding Explanation and interpretation Behaviour
Transversal competences	<b>Instrumental</b> (Capacity of analysis and synthesis; Written and oral communication skills; Capacity of analysis and creation of products in the field <b>Systemic</b> (Creativity; sense of observation; team work skills

### 7. Obiectivele disciplinei (reieşind din grila competenţelor specifice acumulate)

7.1 General objective	Understanding and use of a plurisemiotic competence Reflections on the major socio-semiotic phenomena of the contemporary world (mass media, advertising, system of objects etc.)
7.2 Specific objectives	<ul style="list-style-type: none"> <li>• Interpret and utilize in an adequate way the multiple sign systems of the contemporary world (gesture, fashion, proxemics, artifacts etc.)</li> <li>• Optimize the interpersonal communication as well as the media one through the sign systems complementarity</li> </ul>

### 8. Conţinuturi

8.1 Course	Methods	Observations
1. Course presentation. Syllabus. Bibliography. Evaluation Modernity as semiotic era	Conversation Audio-video materials Hand outs	2 hours
2. The semiotic „revolution” 2.1. Definitions of Semiotics. 2.2. Trends in contemporary semiotics	Conversation Audio-video materials Hand outs	2 hours
C3 The models of sign. Ferdinand de Saussure /vs/ Charles Sanders Peirce	Conversation ; Hand outs	2 hours
C4 Iconicity/indexicality/symbolisation	Audio video materials Hand outs	2 hours
5 Fundamental semiotics/vs applied semiotics (C.S. Peirce, C. Morris) C5.1. General semiotics /vs/ regional semiotics (U. Eco, A.J. Greimas, Th. Sebeok)	Lecture, Audio video materials Hand outs	
6 Narrative and narrativity	Lecture, Audio video materials Hand outs	2 hours
C7. Non verbal communication C7.1. Kinesics. Gesture typology C7.2. Proxemics.	Lecture, Audio video materials Hand outs	2 hours
C8. Theatre semiotics C8.1. Theatre and every day life (Goffman) C8.2. Theatre as syncretic semiotic system	Lecture, Audio video materials Hand outs	2 hours

C.9. Multimodality. Visual semiotics. Image analysis C.9.1. Multimodality and the visual turn. C.9.2. Image and language. Reading the language of images	Lecture, Audio video materials Hand outs	2 hours 2 hours
C.10. Media Semiotics.	Lecture, Audio video materials Hand outs	2 hours
C.11. . Syntax and semantics of objects (architecture, fashion, food)	Lecture, Audio video materials Hand outs	2 hours
C.12. Semiotics of advertising. Linguistic and iconic rhetorics	Lecture, Audio video materials Hand outs	2 hours
C.13. Globalization and global consumer culture. New directions in semiotics and discourse studies	Lecture, Audio video materials Hand outs	2 hours
C.14. Course evaluation and exam preparation	Lecture, Audio video materials Hand outs	2 hours

#### Bibliography

Chandler, Daniel, 2007 *Semiotics. The Basics*, London & New York, Routledge.

Cobley, Paul (ed.), 2005 *The Routledge Companion to Semiotics and Linguistics*, London & New York, Routledge.

Danesi, Marcel, 2004 *Messages, Signs, and Meanings: A Basic Textbook in Semiotics and Communication Theory*, Toronto, Canadian Scholars' Press.

Danesi, Marcel, 2002 *Understanding Media Semiotics*, London, Arnold

Dragan, Ioan, 2007 *Comunicarea*, București, RAO vol I, pp.261-280

Eco, Umberto, 1984 *Semiotics and the Philosophy of Language*, Bloomington, Indiana University Press

Elam, Keir, 2005 *The Semiotics of Theatre and Drama*, London & New York, Routledge.

Fiske, John, 2002 *Introduction to Communication Studies*, London, Routledge

Fiske, John, 2005 *Reading the Popular*, London & New York, Routledge.

Gaines, Elliot, 2010 *Media Literacy and Semiotics*, New York, Palgrave.

Hall, Edward, 1966 *The Hidden Dimension*, New York, Doubleday

Kress Gunther, 2010. *Multimodality*. London: Routledge

Leeuwen, Theo van, 2005 *Introducing Social Semiotics*, London & New York, Routledge, 2005.

Machin David 2013 What is multimodal critical discourse studies? *Critical Discourse Studies*, 10:4, 347-355.

Machin, D. (2009). Multimodality and theories of the visual. In C. Jewitt (Ed.), *Handbook of multimodal analysis* (pp. 181–190). London: Routledge

Machin David, Mayr Andrea 2013 *How to Do Critical Discourse Analysis*, Sage

Nöth, Winfried, 1995 *Handbook of Semiotics*, Bloomington & Indianapolis, Indiana University Press.

Roventza-Frumușani Daniela 2012 *Analiza discursului. Ipoteze și ipostaze*, București, Tritonic, pp.93-215

8.2 Seminar	Methods	Remarks
1 The modern life and the explosion of signs. Essay on the semiotic universe		
2 Structuralism and semiotics. The dyadic model of signs	Individual presentations	
3 Peirce and the triadic model of signs	Group presentations and debates	
4 Iconicity/indiciality/symbolism	Text and visual analysis	

5 Regional semiotics.Narrative and narrativity	Storytelling in fiction and everyday life	
6. Non verbal communication. Kinesics and proxemics	Film analysis	
7Theatre in theatre and theatre in the real life	Goffman and the theatre model of social encounters -debate	
8.Visual semiotics.Image analysis	Group discussion on modern art & media images	
9.Media semiotics.Syntax, semantics of headlines``	Fictional and media headlines analysis	
10 Semiotics of objects .Syntax and semantics of objects	Objects in theatre and film settings	
11.Semiotics of fashion	Roland Barthes –Fashion semiotics model	
12 Semiotics of advertising	The triadic model of Roland Barthes	
13 Recent tendencies in Media semiotics and advertising		
14.Course evaluation. Test		

### 9. Coroborarea conținuturilor disciplinei cu așteptările reprezentanților comunității epistemice, asociațiilor profesionale și angajatori reprezentativi din domeniul aferent programului

Development of team working skills , of interpersonal communication capacities (efficient in the relationship with employers and clients)

### 10. Evaluation

Activity	10.1 Evaluation criteria	10.2 Methods of evaluation	10.3 Final mark
10.4 Course	Activity during the lectures Final written exam	Dialogue and discussions during every lecture	50% of the final mark -written examination
10.5 Seminar	Continuous and final evaluation	Individual or team presentation	50% of the final mark -seminar activity (presentation and participation at the debates)
10.6 Minimal standards : capacity to instrumentalize the new concepts ;minimum 5 at all activities			

Data completării

Semnătura titularului de curs

Semnătura titularului de seminar

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Data avizării în department

Semnătura șefului departament

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