

DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	BABEȘ-BOLYAI UNIVERSITY
1.2 Faculty	FACULTY OF POLITICAL, ADMINISTRATIVE AND COMMUNICATION SCIENCES
1.3 Department	JOURNALISM DEPARTMENT
1.4 Field of study	COMMUNICATION SCIENCES
1.5 Level of study	MASTER
1.6 Study program / Qualification	MEDIA COMMUNICATION

2. Information about the discipline

2.1 Discipline title	Media Semiotics			UME3402			
2.2 Course lecturer	VINCZE Hanna Orsolya, PhD, professor						
2.3 Seminar assistant	VINCZE Hanna Orsolya, PhD, professor						
2.4 Year of study	2	2.5 Semester	2	2.6. Evaluation type	C	2.7 Discipline type	OPT

3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					36
Supplementary documentation in the library, on electronic platforms and in the field:					18
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					36
Tutorials					16
Examinations					2
Other activities:					
3.7 Total hours of individual study	108				
3.8 Total hours per semester	150				
3.9 Number of credits	6				

4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	•

5. Conditions (where applicable)

5.1 for the course	•
5.2 for the seminar/laboratory	•

6. Accumulated specific competencies

Professional competencies	<ul style="list-style-type: none"> • Comprehension and use of the specialised language specific to media studies, including • Defining and using the specific concepts and specialized terminology of media semiotics • Conceptually explaining the role of signs in creating meaning • Understanding and describing the social and cultural context of communication • Understanding and describing the role of semiotic systems in mass media and online communication
Transversal competencies	<ul style="list-style-type: none"> • Realistic approach to a number of usual professional situations for an effective and ethical resolution on the basis of both theoretical and practical arguments, including • Developing analytical skills • Developing the competence to reflect on complex situations

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	After the completion of the course, students should be able to understand and competently use the main concepts and terminology of media semiotics in English, as well as to apply them to their field of expertise and everyday communication situations.
7.2 Specific objectives	Understanding and using the main concepts of media semiotics; Identifying types of codes Identifying the role of semiotic systems in news media and public

8. Contents

8.1 Course	Teaching methods	Observations
1. Introduction. What is semiotics and why study it?	Presentation and discussion (brainstorming)	
2. Signs: definitions and typologies	Presentation and discussion	
3. Codes and narratives	Presentation and discussion	
4. Mythologies, discourse and power	Presentation and discussion	
5. Memetics, intertextuality and humor	Presentation and discussion	
6. Spectacles of violence: terrorism and war	Presentation and discussion	
7. Sports and celebrity spectacles	Presentation and discussion	
8. Codes of gender: masculinity and femininity	Presentation and discussion	
9. Codes of fake news	Presentation and discussion	
10. Semiotics of consumer culture	Presentation and discussion	
11. Visual languages in participatory culture. Selfies and Instagram cities	Presentation and discussion	
12. Conclusions	Presentation and discussion	
Bibliography		

Allan, S. ed., 2010. *The Routledge Companion to News and Journalism*, Revised ed., London - Thousand Oaks - New Delhi: Routledge.

Berger, A.A., 2010. *The Objects of Affection. Semiotics and Consumer Culture*, New York: Palgrave Macmillan.

Danesi, Marcel. *Messages, Signs, and Meanings: A Basic Textbook in Semiotics and Communication Theory*. 3rd ed. Toronto: Canadian Scholar's Press, 2004.

Fiske, J., 2001. *Television Culture: Popular Pleasures and Politics*, London: Routledge.

Fiske, J., 2005 [1989]. *Reading the Popular*. London: Routledge.

Rowe, D., 2004. *Sport, Culture and the Media*, Maidenhead: Open University Press.

8.2 Seminar	Teaching methods	Observations
1. Reading basic texts and discussion	Student presentation and discussions	
2. Reading basic texts and discussion	Student presentation and discussions	
3. Reading basic texts and discussion	Student presentation and discussions	
4. Reading basic texts and discussion	Student presentation and discussions	
5. Reading basic texts and discussion	Student presentation and discussions	
6. Reading basic texts and discussion	Student presentation and discussions	

9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field

The course is structured in such a way as to offer both a solid conceptual background, and provide applications in different fields, including mass media and online social network. The analytical skills acquired are useful in the creative media industries employing various semiotic systems.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Understanding and using the theories and terminology, including the bibliography	Written exam	40%
10.5 Seminar/laboratory	Active participation in discussions of required readings	Evaluation	30%
	Written review essay on one of the assigned readings	Grading of essay	30%

10.6 Minimum performance standard

For a passing grade (5), students are required to pass the written exam by obtaining 2 points of available 4, to actively participate in at least 3 seminars and to submit the review essay.

Date _____ Course lecturer signature _____ Seminar assistant signature _____

Date of approval in the Department _____ Head of department's signature _____

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