

Global Learning Semesters

Course Syllabus

Course: DES-526 Semiotics

Department: Design

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
DES-526	Semiotics	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	Semiotics
Department	Level of Course	Language of Instruction
Design	Upper Division	English

Prerequisites

Semiotics

Topic Areas

1. Semiology, The definition of Signs
2. Ferdinand de Saussure – Linguistics and Semiology – The duality of the sign.
3. Structures and Myths
4. Charles Sanders Peirce – The triadic theory of the sign
5. Structuralism and Post Structuralism
6. Social Semiotics
7. Semiotic analysis
8. Rethinking the sign

Readings and Resources

Recommended Reading

- Williamson, J. (1978) Decoding Advertisements. London: Manon Boyars
- Stawn, R. (1992) New Vocabularies in Film Semiotics. London Pout ledge
- Barthes, R. (1972) Mythologies, Vintage
- Umberto, E (1995) Apocalypse Postponed, Flaming
- Umberto, E (1976) A theory of Semiotics. Bloomington: Indiana University Press
- Hill and Wang (1985) The Responsibility of forms New York
- Wolen, P (1972) Signs and Meaning in the Cinema. Sector and Warburg