

## UNH20.2115 SEMIOTICS

### TERM 1 2017/2018

Lectures: Wednesday, 13.00–14.40 (JATINANGOR)	Course Instructor: Dr. Susi Yuliawati, M.Hum. Email: <a href="mailto:susi.yuliawati@unpad.ac.id">susi.yuliawati@unpad.ac.id</a> Office hours: Tuesday, 09.30–13.00; and by appt. Thursday, 09.30–13.00; and by appt.
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#### Course Description:

The course serves as an introduction to semiotics. Semiotics, the study of signs and signs system, has several key figures in the early development, such as the Swiss linguist Ferdinand de Saussure and the American philosopher Charles Sanders Peirce. The leading modern semiotic theorists include Louis Hjelmslev, Roland Barthes, and Roman Jakobson. This course is aimed at providing students the basic understanding about semiotic theories and semiotic analysis applied for linguistics and cultural phenomena.

#### Course Objectives:

By the end of the course, students will be able to define semiotics and give detailed explanation of its concepts and methods; to describe the differences between Saussure, Pierce, Hjelmslev, Barthes, and Jakobson’s concepts of the sign, and the implication of each; to describe structuralism and give detailed explanation of its origins, method and applications; to explain the concept of myth within structuralism and to apply it to contemporary culture; and undertake substantial research and semiotic analysis of an object of their choosing.

#### Required Texts:

Chandler, D. (2007). *Semiotics: The basics*. London & New York: Routledge.

#### Supplemental Texts:

- Barthes, R. (1967). *Elements of Semiology* (Annette Lavers & Colin Smith, Penerjemah). New York: Hill and Wang.
- Barthes, R. (1991). *Mythologies* (Annette Lavers, Penerjemah). USA: Jonathan Cape, Ltd.
- Benny H. Hoed. (2014). *Semiotika dan dinamika sosial budaya*. Jakarta: Komunitas Bambu.
- Danesi, M. (2004). *Messages, Signs and Meanings: A basic textbook of semiotics and communication theory*. Canada: Canadian Scholars Press.
- Eco, U. (1976). *A theory of semiotics*. Bloomington: Indian University Press.
- Nöth, W. (1995). *Handbook of Semiotics*. Bloomington & Indianapolis: Indiana University Press.

#### Website Resources:

- <http://blogs.unpad.ac.id/susiyuliawati/>  
<https://besta-indonesia.academia.edu/SusiYuliawati>

#### Evaluation Procedures

Grade Categories	Description of the Requirements	Weight Toward Final Grade
Attendance and weekly participation	<ul style="list-style-type: none"> <li>• 80% of attendance</li> <li>• Start one new discussion thread, comment on messages on at least two different threads.</li> </ul>	20%
Projects	Individual research activities	30%

Midterm Exam	The exam will go around the assigned readings and class discussions to deepen comprehension. You will also be asked to apply the knowledge gained in class to analytic problems.	20%
Final Exam	The exam will go around the assigned readings and class discussions to deepen comprehension. You will also be asked to apply the knowledge gained in class to analytic problems.	30%

### **Rough Outline of Course Content**

Week	Subject
1	Introduction
2	Models of the sign: Saussure
3	Models of the sign: Pierce
4	Models of the sign: Hjelmslev and Barthes
5	Models of the sign: Jakobson
6	Signs and things
7	Analysing structures
8	Analysing structures
9	Midterm Exam
10	Challenging the literal
11	Codes
12	Textual interactions
13	Prospect and retrospect
14	Paper presentation
15	Paper presentation
16	Final Exam

#### **Additional policies:**

##### **Lecture attendance**

For most students, the subject matter of this course will be rather difficult. For this reason, class attendance is absolutely essential. If you fail to attend class, you will fall behind, and you will have great difficulty catching up.

##### **Discussion participation**

It is also essential that students participate in the discussions of weekly lecture. These discussions will reinforce and build upon the course materials. Thus, they are a crucial component to your mastery of the course material.

##### **Course Readings**

Class lectures will for the most part assume that students have read and largely understood the assigned readings. In many cases, the assigned readings will treat a subject in more explanatory depth than could ever be done in class. For this reason, it is crucial that you complete assigned readings before the lecture and discussion periods.

##### **Assignments**

No late assignments or projects will be accepted.