

UNH20.2115 SEMIOTICS

TERM 2 2017/2018

Lectures: Wednesday, 13.00–14.40 (JATINANGOR)	Course Instructor: Dr. Susi Yuliawati, M.Hum. Email: susi.yuliawati@unpad.ac.id Office hours: 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, and Barthes' concepts of the sign, and the implication of each; to describe structural semiotics and pragmatic semiotics and give detailed explanation of its origins, method and applications; and to undertake substantial research and semiotic analysis of an object of their choosing.

Supplemental Texts:

- Barthes, R. (1967). *Elements of Semiology* (Annette Lavers & Colin Smith, Penerjemah). New York: Hill and Wang.
- Allen, G. (2003). *Roland Barthes*. London & New York: Routledge.
- Barthes, R. (1991). *Mythologies* (Annette Lavers, Penerjemah). USA: Jonathan Cape, Ltd.
- Benny H. Hoed. (2014). *Semiotika dan dinamika sosial budaya*. Jakarta: Komunitas Bambu.
- Chandler, D. (2007). *Semiotics: The basics*. London & New York: Routledge.
- Danesi, M. (2004). *Messages, Signs and Meanings: A basic textbook of semiotics and communication theory*. Canada: Canadian Scholars Press.
- Danesi, M. & Perron, P. (1999). *Analyzing Cultures: An introduction & Handbook*. Bloomington & Indianapolis: Indiana University Press.
- Eco, U. (1976). *A Theory of Semiotics*. Bloomington: Indian University Press.
- Nöth, W. (1995). *Handbook of Semiotics*. Bloomington & Indianapolis: Indiana University Press.
- Sebeok, T.A. (2001). *Signs: An Introduction to Semiotics*. Toronto Buffalo London: University of Toronto Press.
- Stam, R., Burgoyne, R. & Flitterman-Lewis, S. (2005). *New Vocabularies in Film Semiotics: Structuralism, post structuralism and beyond*. London: Routledge.

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"> • 80% of attendance • Start one new discussion thread, comment on messages on at least two different threads. 	10%
Assignments	There will be group presentation, individual weekly reading report (8) and paper for assignment (2).	10%
Final Project	There will be one final project throughout the semester that is an individual research project. The purpose of the project is to	20%

	give you an opportunity to read material that interests you and apply the theories you have learned.	
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.	30%
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: Syllabus explanation
2	What is Semiotics (Danesi, 2004) & Basic Notions (Sebeok, 2001)
3	The Origins of Semiotics (Stam, Burgoyne, & Flitterman-Lewis, 2005)
4	Semiology (Allen, 2003)
5	Structuralism (Allen, 2003) & The World of Wresting (Barthes, 1972)
6	Basic Sign Theory (Danesi, 2004)
7	The Field of Cultural Semiotics (Danesi & Perron, 1999)
8	The Signifying Order (Danesi & Perron, 1999)
9	Midterm Exam
10	The Body (Danesi & Perron, 1999)
11	Language (Danesi & Perron, 1999)
12	Metaphor (Danesi & Perron, 1999)
13	Space (Danesi & Perron, 1999)
14	Television and Advertising (Danesi & Perron, 1999)
15	Final Project Submission
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

Late assignments or project will not be accepted.