



UNIWERSYTET
IM. ADAMA MICKIEWICZA
W POZNANIU

Semiotics of culture

Educational subject description sheet

Basic information

Study programme Kulturoznawstwo (English programme) Speciality - Organizational unit Faculty of Anthropology and Cultural Studies Study level Second-cycle programme Study form Full-time Education profile General academic		Didactic cycle 2023/24 Subject code 20KENS.22K.05731.23 Lecture languages English Course type Obligatory Block Major subjects
Subject coordinator	Małgorzata Jankowska	
Lecturer	Małgorzata Jankowska	
Period Semester 2	Activities and hours • Classes: 30, Graded credit	Number of ECTS points 4

Goals

Code	Goal
C1	The introduction to theoretical concepts in semiotics of culture.
C2	The analysis of chosen examples of historical (inter)cultural processes.

Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
Knowledge - Student:			
W1	knows and understands semiotic theories and ideas of culture.	KEN_K2_W01	Multimedia presentation
W2	knows and understands semiotic methods of analyses of cultural artifacts and workings of culture.	KEN_K2_W02	Multimedia presentation
Skills - Student:			
U1	is able to analyze and understand historical and cultural processes, knows semiotic methods of interpretation and analyses	KEN_K2_U02	Multimedia presentation
Social competences - Student:			
K1	is ready to develop competencies in communication (both inner- and intercultural) being aware of various traditions and lifestyles.	KEN_K2_K01	Multimedia presentation
K2	is ready to semiotically analyze various contradictions in cultures, traditions, lifestyles, codes, and, basing on methods of semiotics, propose some new points of view and compromises.	KEN_K2_K04	Multimedia presentation
K3	is ready to use theories of media practises.	KEN_K2_K10	Multimedia presentation

Study content

No.	Course content	Subject learning outcomes	Activities
1.	What is semiotics? An introduction.	W1	Classes
2.	Semiology: F. de Saussure and Semiotics: Ch.S. Peirce.	W1, W2	Classes
3.	Lotmanian semiotics.	W1, W2, U1, K1, K2	Classes
4.	Symbol.	W1, W2, U1, K2	Classes
5.	Signs and Things.	W1, W2, U1, K2	Classes
6.	Structural analyses.	W1, W2, U1, K3	Classes
7.	Rhetorical tropes 1: denotation, connotation, irony.	W2, U1, K1, K2, K3	Classes
8.	Rhetorical tropes 2: metaphor, metonymy, synecdoche.	W2, U1, K2, K3	Classes
9.	Myth.	W1, W2, U1, K3	Classes
10.	Code and message.	W1, W2, U1, K1, K3	Classes
11.	Semiotics of meme.	W2, U1, K3	Classes
12.	Intertextuality.	W2, U1, K1	Classes
13.	Structuralist semiotics.	W1, W2, U1, K1, K2, K3	Classes
14.	Poststructuralist semiotics.	W1, W2, U1, K1, K2, K3	Classes

Additional information

Activities	Teaching and learning methods and activities
Classes	Lecture with a multimedia presentation of selected issues, Problem-based lecture, Case study

Activities	Credit conditions
Classes	<p>A student needs to prepare a multimedia presentation on a given topic and present it during the classes. A teacher analyzes the form and the content of a presentation (the proper way of presenting the topic, included information, methods of application of a given method to the presented case studies).</p> <p>Very good (bdb; 5,0): the student achieved the intended learning outcomes in accordance with the A grade standards</p> <p>Good plus (+db; 4,5): the student achieved the intended learning outcomes in accordance with the B grade standards</p> <p>Good (db; 4,0): the student achieved the intended learning outcomes in accordance with the C grade standards</p> <p>Satisfactory plus (+dst; 3,5): the student achieved the intended learning outcomes in accordance with the D grade standards</p> <p>Satisfactory (dst; 3,0): the student achieved the intended learning outcomes in accordance with the E grade standards</p> <p>Unsatisfactory (ndst; 2,0): F Grade – the have not achieved the intended learning outcomes</p>

Literature

Obligatory

1. D. Chandler, "Semiotics. The basics", New York: Routledge 2002
2. R. Barthes, "Mythologies", trans. Annette Lavers, New York: Farrar, Straus & Giroux, 1972, 1991
3. Y. Lotman, "Universe of the Mind. A semiotic Theory of Culture", London/New York: I.B. Tauris&Co Ltd 1990
4. L. Shifman, "Memes in digital cultures", Cambridge, Massachusetts/London: The MIT Press 2014

Optional

1. U. Eco, "Serendipities. Language and Lunacy", trnas. William Weaver, London: Phoenix 1999
2. R. Hodge, G. Kress (ed.), "Social Semiotics", New York: Cornell University Press 1988
3. M. Blonsky (ed.), "On Signs", Baltimore: The John Hopkins University Press 1985
4. R. Posner, "Post-modernism, post-structuralism, post-semiotics? Sign Theory at the fin de siecle", "Semiotica: 183-1/4 (2011), p. 9-30
5. S. Cannizzaro, "Internet memes as internet signs: A semiotic view of dgitual culture", "Sign System Studies" 44 (4), 2016, p. 562-586
6. B.E. Wiggins, "The Discursive Power of Memes in Digital Culture. Ideology, Semiotics, and Intertextuality", New York: Routledge 2019

Calculation of ECTS points

Activities	Activity hours*
Classes	30
Reading the indicated literature	30
Preparation for classes	30
Preparation of a multimedia presentation	30
Student workload	Hours 120

Number of ECTS points	ECTS 4
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* academic hour = 45 minutes

Efekty uczenia się dla kierunku

Kod	Treść
KEN_K2_K01	The graduate is ready to further expand the cultural competences of a contemporary human being in the conditions of intercultural communication, meeting of various traditions and ways of living
KEN_K2_K04	The graduate is ready to perceive contradictions, propose solutions and formulate opinions on views, concepts, positions and cultural policies that are becoming popular
KEN_K2_K10	The graduate is ready to actively participate in the public debate on the significance and impact of media messages and practices related to contemporary social life and culture, formulating their own critical positions and opinions
KEN_K2_U02	The graduate can determine the meanings, social impact and location of cultural products in the historical-cultural process, using appropriate methods of analysis and interpretation
KEN_K2_W01	The graduate knows and understands theoretical cultural concepts at an advanced level and uses them in the interdisciplinary perspective
KEN_K2_W02	The graduate knows and understands terminology and concepts concerning relations and processes occurring in culture, which the graduate is able to apply to describe cultural practices