# Media Semiotics (6 ECTS)

### **Media Semiotics (12 ECTS)**

## Prof. Ruggero Eugeni

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***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to introduce students to methods for analysing the semiotics of media texts and discourses, with a specific focus on audiovisual materials.

By the end of the course, students will possess good *knowledge and understanding* of the core concepts of pragmatic Semiotics (signs, codes, meaning, narrative model, text, discourse, enunciation, etc.) and will be able to contextualise them in the history of the discipline. They will also have in-depth knowledge of the most recent developments in the dialogue between pragmatic semiotics and neurocognitive sciences, and to the consequent rethinking of the above concepts in light of the concept of “media experience”. Finally, students will be able to *apply* this knowledge to the critical analysis of audiovisual media products (television programmes, films and drama series, commercials, etc.) in order to identify the expressive and persuasive strategies inherent in such media experiences.

***COURSE CONTENT***

The course is divided into ten didactic units: 1-2-3: The rhetorical and the theoretical development of semiotics; The approach of media experience semiotics; 4: Sensation and perception; 5: The ontological position of the audience; 6-7: Transformations and narrative architectures; 8-9-10: The relationships of the audience with the characters, the points of perception, the author of the discourse, and the other spectators.

***READING LIST***

A. Cati, R. Eugeni, M. Locatelli, *Semiotica dei media. L’analisi dell’audiovisivo,* Carocci, Rome, (in publication).

R. Eugeni (edited by), *Il primo libro di teorie dei media*, Einaudi, Turin 2023.

Course notes and slides (available on Blackboard)

***TEACHING METHOD***

The course will be based on frontal lectures and the presentation of case studies. Class attendance is strongly recommended. The students who cannot attend classes for valid reasons, will have to opt for a distance learning mode, based on pre-recorded lectures available on BlackBoard. These case studies must be previously approved by the lecturer.

The frontal lectures will be supported by seminars (taking place during the last part of the semester) in which students, divided in groups, will have to carry out and then present the analysis of some case studies of their choice using the categories acquired during the course.

Students are invited to submit new case studies and discuss the ones presented during the course using the facebook page media | experience | semiotics (https://www.facebook.com/groups/mediaexperiencesemiotics/?ref=bookmarks)

***ASSESSMENT METHOD AND CRITERIA***

Attending students may take a written test after the first half of the semester approximately (once the lecturer has illustrated the analytical methods and before starting the group analysis). Answers will be assessed according to the following criteria: (a) clarity and completeness, (b) relevance and focus, (c) ability to present examples both presented in class and found by students themselves, (d) ability to make connections between the different ideas presented on the course. During the oral exam, students will be given the possibility to improve the mark obtained in the written test (however, they will not be allowed to repeat it *ex novo*). The group analytical work (please see above) will be assessed as a whole. The final mark will result from the average between the written test and the group work.

Each of the two assessments can be replaced with an oral test: for the analytical work, students will have to carry out the analysis on an individual basis, and submit a paper of about 30,000 characters to the lecturer at least two days before the exam.

***NOTES AND PREREQUISITES***

As this course is introductory in nature, there are no prerequisites in terms of content; however, students are expected to have general knowledge of the world of the media, its history and modes of operating.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.

### **Media Semiotics (12 ECTS)**

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## ***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to introduce students to the methodologies for the semiotic analysis of media texts and discourses, with a focus on audiovisual ones.

By the end of the course, students will possess good *knowledge and understanding* of the core concepts of pragmatic Semiotics (signs, codes, meaning, narrative model, text, discourse, enunciation, etc.) and will be able to contextualise them in the history of the discipline. They will also have in-depth knowledge of the most recent developments in the dialogue between pragmatic semiotics and neurocognitive sciences, and to the consequent rethinking of the above concepts in light of the concept of “media experiences”. Finally, students will be finally able to *apply* this knowledge to the critical analysis of audiovisual media products (television programmes, films and drama series, commercials, etc.), and other products not strictly or exclusively audiovisual in nature (dailies and periodicals, comics, pop songs and video games), in order to identify expressive and persuasive strategies inherent to such media experiences.

***COURSE CONTENT***

The Course is divided into two parts. The first one (covering semester 1) will be composed of the following didactic units: 1-2-3: The rhetorical and the theoretical development of semiotics; The approach of media experience semiotics; 4: Sensation and perception; 5: The ontological position of the audience; 6-7: Transformations and narrative architectures; 8-9-10: The relationships of the audience with the characters, the points of perception, the author of the discourse, and the other spectators. The second part of the course (taking place during semester 2) will analyse the most important media (press, songs, advertising, comics, video games, etc.) in the light of the categories previously introduced.

***READING LIST***

A. Cati, R. Eugeni, M. Locatelli, *Semiotica dei media. L’analisi dell’audiovisivo,* Carocci, Rome, 2023.

R. Eugeni, *Semiotica dei media. Le forme dell’esperienza,* Carocci, Rome, 2010

R. Eugeni (edited by), *Il primo libro di teorie dei media*, Einaudi, Turin 2023.

Course notes and slides (available on Blackboard).

***TEACHING METHOD***

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The frontal lectures will be supported by seminars (taking place during the last part of each semester) in which students, divided in groups, will have to carry out and then present the analysis of some case studies of their choice using the categories acquired during the course.

Students are invited to submit new case studies and discuss the ones presented during the course using the facebook page media | experience | semiotics (https://www.facebook.com/groups/mediaexperiencesemiotics/?ref=bookmarks)

***ASSESSMENT METHOD AND CRITERIA***

Attending students may take a written test after the first half of the semester approximately (once the lecturer has illustrated the analytical methods and before starting the group analysis). Assessment criteria: the ability to provide (a) accurate and (b) relevant answers, (c) make examples (either the ones provided in class or new ones), and (d) find connections between different topics.

During the oral exam, students will be given the possibility to improve the mark obtained in the written test (however, they will not be allowed to repeat it *ex novo*). The group analytical work (please see above) will be assessed as a whole. The final mark will result from the average between the written test and the group work.

Each of the two assessments can be replaced with an oral test: for the analytical work, students will have to carry out the analysis on an individual basis, and submit a paper of about 30,000 characters to the lecturer at least two days before the exam.

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