

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP311	Semiology and communication	5	2	2	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	
Course Level	Bachelor Degree
Objective	The objective of course is to give students theoretical and practical elements of semiotics. Accordingly they will be able to use semiotics discovering hidden meaning in the mass communication productions.
Content	Theoretical and practical elements of semiotic
References	Joseph Courtés, Semiotique. Dictionnaire raisonné de la théorie du langage. Hachette. 1994. Martine Joly, Introduction à l’analyse de l’image. Broché. Mariette Julien, L’Image Publicitaire des Parfums: Communication Olfactive, Paris, Harmattan, 1997. Halime Yücel, İmgeden Yoruma, Ayrıntı, İstanbul 2013.

Theory Topics

Week	Weekly Contents
1	Semiotics history
2	Principles of semiotics
3	Introduction in visual semiotics
4	Plastic signs
5	Iconic signs
6	Linguistic signs
7	Advertising and semiotics (1)
8	Advertising and semiotics (2)
9	Movies and semiotics (1)
10	Movies and semiotics (2)
11	Television series and semiotics (1)
12	Television series and semiotics (2)
13	students presentations
14	students presentations