

COURSE DESCRIPTION

1. GENERAL

GENERAL			
SCHOOL	MUSIC AND AUDIOVISUAL ARTS		
DEPARTMENT	AUDIO AND VISUAL ARTS		
LEVEL	Undergraduate		
COURSE CODE	THE602	SEMESTER	6 th
COURSE TITLE	Multimedia Semiotics I		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	ECTS
Lecture		3	5
COURSE CATEGORY	Specific Background		
COURSE TYPE	Elective		
PREREQUISITES	THE302, (THE503)		
LANGUAGE OF TEACHING and EXAMINATIONS	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES (In English)		
URL	https://avarts.ionio.gr/en/studies/undergraduate/courses-descriptions/the602/		
ECLASS			

2. TEACHING RESULTS

Teaching Results
<p>The aim of the course is for students to acquire the ability to interpretively understand symbolic systems and to familiarize themselves with basic reference points of their communication function. Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> - using the terminology: sign, expression, image, emotion, echoic memory, icon, symbol, myth, idol and narrative identity - understanding perception as sense and as cognitive process - understanding visual representation of female and male stereotypes - identifying the influence of psychoanalytic theory on the analysis of audiovisual media.
General Skills
<ul style="list-style-type: none"> • Seek, analyze and synthesize data • Autonomous work • Team work • Project design and management • Freedom of thought

3. CONTENT

<p>The relationship between external images (from the environment and screen media such as television, film or computer-based media) and internal imagery (such as mental representations of objects, sensations, ideas and dreams) is analyzed. This relationship is responsible for the recognition and understanding of perceived images. The first part of the course's approach entails the integration of semiotics, concerning the creation of images and their apprehension on behalf of the audience, and communication theory, regarding the research on the relation between mental processing and behavior. Themes concerning symbolism and mythology in audiovisual expression are also examined.</p> <p>1st Week: What is semiotics.</p>
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2nd Week: The gaze and mental images.
3rd Week: Sound imagery, cognition and culture.
4th Week: Unconscious, dreams, symbols and archetypes.
5th Week: Childhood and pregnancy imaging. Images of self-development.
6th Week: Self-image and images of social identity.
7th Week: Analyzing moving images: gender and androgynous.
8th Week: Analyzing moving images: impairment and empowerment.
9th Week: The semiotics of everyday life: environment, space and objects.
10th Week: "Virtual" semiotics and digital images.
11th Week: Semiotics of the uncanny: medical imaging, the microscopic gaze and the images from inside the human body.
12th Week: Presentation of final assignment (part 1).
13th Week: Presentation of final assignment (part 2).

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD	Lectures										
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	Enhanced by multimedia content. The learning process is supported by the asynchronous e-learning platform e-class.										
TEACHING STRUCTURE	<table> <tr> <td>Activity</td><td>Semester Workload</td></tr> <tr> <td>Lectures</td><td>39</td></tr> <tr> <td>Literature Study and Analysis</td><td>56</td></tr> <tr> <td>Practice and Preparation</td><td>30</td></tr> <tr> <td>Course Total (ECTS: 5)</td><td>125</td></tr> </table>	Activity	Semester Workload	Lectures	39	Literature Study and Analysis	56	Practice and Preparation	30	Course Total (ECTS: 5)	125
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Course Total (ECTS: 5)	125										
EVALUATION OF STUDENTS	<p>Written examination paper.</p> <p>Final written assignment.</p> <p>Oral presentation of final written assignment.</p>										

5. BIBLIOGRAPHY

Elias, Norbert, *The Symbol Theory*, Sage Publication, 1991.
Kress, Gunther and Theo Van Leeuwen, *Reading Images: The Grammar of Visual Design*, Routledge, 2006.
Material available on the e-class platform.