

Academic Year: (2019 / 2020)

Review date: 04-05-2020

Department assigned to the subject: Humanities: Philosophy, Language, Literature Theory Department

Coordinating teacher: AVENTIN FONTANA, ALEJANDRA MARIA

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None.

OBJECTIVES

- CB2. Students will be expected to know how to apply knowledge acquired to a professional career throughout the competences required in order to build and present arguments as well as to solve problems within the field of study.
- CB3. Students will be expected to be able to bring together and to interpret relevant datum (within their field of study normally) in order to build a critical discourse that includes reflexion regarding social, scientific or ethical subjects.
- CB4. Students will be able to transmit information, ideas, problems and solutions to an specialised an non specialised audience.
- CG2. Students will be expected to control skills regarding cultural analysis of any sociocultural phenomenon.
- CE4. Students will know characteristics of forms of representation and their rhetorical aspects.
- RA2. Students will be expected to apply knowledge acquired being able to solve complex problems in the field of cultural analysis including showing their capacity of analysing different social phenomenons from a cultural perspective.

DESCRIPTION OF CONTENTS: PROGRAMME

The aim of this subject is for the student to know the basic concepts of signification and the semiosis, and hence the central role signs exert in the constitution of culture. The student should master the meaning relationship and the nature of the different representational means. She must acquaint with the history of the concept and with the greatest controversies about representation. It is especially relevant that to introduce the student into the semiotic analysis of cultural objects:

1. Introduction to the classical semiotics: the animal which use signs in Plato and Aristoteles.
2. Types and models of signs: Saussurean and Peircean models
3. Ekphrasis and the relationships inter-media
4. Rhetorical figures as semiotic relationships
5. The analysis of structures: structuralism and post-structuralism
6. The circulation of signs in culture and the semiotic analysis of the popular culture: fashion, and other forms of the consumption culture as a semiotic structure

LEARNING ACTIVITIES AND METHODOLOGY

- AF1. THEORETICAL AND PRACTICAL CLASSES in which knowledge that students should acquire will be presented. Students will be provided with class notes and representative texts' references that will help them to understand and follow the classes as well as to develop further assignments. In addition, students will be expected to do exercises, to solve practical problems and to participate in workshops in order to acquire required skills. For courses with 6 ECTS, 48 hours will be dedicated. Note that 100% of attendance is required.
- AF2. TUTORSHIPS. Individual or collective assistance for students on behalf of the professor. For courses with 6 ECTS, 4 hours in person should be dedicated.
- AF3. Individual or in group assignments. For courses with 6 credits, 98 hours with 0% face-to-face is required.
- MD1. THEORETICAL CLASS. Professor's presentations with computers and audiovisual media support in which main concepts will be provided together with the material and bibliography to complement the students' learning process

MD2. PRACTICES. Practical cases`resolution, problems, etc. proposed by the professor to do individually or in group.
MD3. TUTORSHIPS. Individual assistance or in group provided by the professor. For 6 credits courses, 4 hours with 100% of attendance are required.

ASSESSMENT SYSTEM

SE1. FINAL EXAM in which knowledge, skills and abilities acquired althroughout the course will be examined globally. Note that the porcentaje estimation may change from one course to another (range 60%-0%).

SE2. CONTINUOUS ASSESSMENT in which assignments, presentations, debates, practices and participation in workshops will be graded. The porcentaje in each course may change from 40% up to 100% of the final grade.

% end-of-term-examination:	60
% of continuous assessment (assigments, laboratory, practicals...):	40

BASIC BIBLIOGRAPHY

- It will be provided , at the beginning , of the course.

ADDITIONAL BIBLIOGRAPHY

- It will be provided, at the beginning , of the course.