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MODULE DESCRIPTOR

Module Title

Media Semiotics And Discourse

Reference	BS2291	Version	3
Created	March 2017	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	15
Amended	June 2017	ECTS Points	7.5

Aims of Module

To understand the basics of semiotic theory and the principles of discourse analysis, and to apply these to media texts.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 apply semiotic techniques to the analysis and evaluation of media texts.
- 2 understand the basic currents of structuralist and post-structuralist semiotics.
- 3 understand the main elements of discourse theory as applied to media.
- 4 be able to conduct a discourse analysis of selected media texts.

Indicative Module Content

The sign, signifier and signified; paradigmatic and syntagmatic semiotic analysis; codes; semiotic systems; intertextuality, empty and floating signifiers; discourse theory; discourse and power; elements and approaches to media discourse; broadcast news discourse; press discourse.

Module Delivery

Lecture format for delivery of theoretical element. Seminar/workshop format for textual analysis and discussion.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type: Coursework Weighting: 100% Outcomes Assessed: 1, 2, 3, 4
 Description: Individual Portfolio Assessment

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 BARTHES, R., 2000. *Mythologies*. London: Vintage.
- 2 CHANDLER, D., 2005. *Semiotics: the basics*. Oxford: Routledge.
- 3 FAIRCLOUGH, N., 2014. *Language and Power*. 3rd ed. London: Routledge.
- 4 MACHIN, D. and MAYR, A., 2012. *How to do critical discourse analysis: a multimodal introduction*. London: Sage.
- 5 MATHESON, D., 2005. *Media discourses: analysing media texts*. Maidenhead: Open University Press.
- 6 VAN DIJK, T., 2008. *Discourse and power*. London: Palgrave MacMillan.
- 7 VAN LEEUWEN, T., 2005. *Introducing social semiotics*. London: Routledge.