

MODULE DESCRIPTOR

Module Title

Media Semiotics And Discourse

| | | | |
|-----------|---------------|-------------|--------|
| Reference | CB2291 | Version | 2 |
| Created | February 2024 | SCQF Level | SCQF 8 |
| Approved | June 2018 | SCQF Points | 15 |
| Amended | April 2024 | 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

This module introduces students to the basics of structuralist and post-structuralist semiotics. It offers definitions and explanations of 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; political and environmental discourses. The work of key theorists is introduced through the practice of close reading and students apply this theory to examples of media and journalism output. The module engages students with UNESCO's Education for Sustainable Development in regard to the following competency: Critical Thinking and allows students to develop the ability to question norms, practices and opinions; to reflect on their own values, perceptions and actions; and to take a position in relation to the sustainability discourse.

Module Delivery

Lecture format for delivery of theoretical element. Tutorial 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 calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

| Module Grade | Minimum Requirements to achieve Module Grade: |
|--------------|--|
| A | The student needs to achieve an A in C1. |
| B | The student needs to achieve a B in C1. |
| C | The student needs to achieve a C in C1. |
| D | The student needs to achieve a D in C1. |
| E | The student needs to achieve an E in C1. |
| F | The student needs to achieve an F in C1. |
| NS | Non-submission of work by published deadline or non-attendance for examination |

Module Requirements

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|--------------------------|-------|
| 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.