

MODULE DESCRIPTOR

Module Title

Media Semiotics And Discourse

Reference	CB2291	Version	3
Created	May 2024	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	15
Amended	August 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 Use 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 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

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.