AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Semiology In Landscape Architecture							
Course Code	ZPM530			Couse Level	Second Cycle (Master's Degree)			
ECTS Credit	8	Workload	200 *(Hours)*	Theory	3	Practice	0	Laboratory	0

Objectives of the Course	To equip the students with the fundamental skills and knowledge of understanding the meanings embedded in design, analyzing and utilizing the social and cultural messages in design. To help them use their knowledge to understand the environmental meaning produced as a cultural formation, the role of landscape meanings in environmental evaluation, to teach them how to search for environmental evaluation, man-environment interaction and using decision making process in environmental design.
Course Content	Basic terminology in semiotics and semantic analysis methods will be covered. As a system of indicators; examples of implementation and analysis in structured environment and landscape architecture will be emphasized. Definition of semiology; Indicator theories; Indicators as the elements that undertake the task of communicating with the environment; Three different dimensions of the semiology: syntax, utility, meaning; Factors forming the function and communication of semiotics; Signification according to indicator theories; The space that communicates with the environment; Transformation of the object as a component of the indicator; New image production from concepts: urban displays and analysis; Landscape iconography: interpretation of landscape elements in the context of semiology.
Work Placement	N/A
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study, Individual Study
Name of Lecturer(s)	

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	30
Final Examination	1	40
Assignment	2	30

Recommended or Required Reading

1	Barthes, R. 2005, Göstergebilimsel Serüven, çev. Mehmet Rifat-Sema Rifat, Dördüncü Baskı, YKY, İstanbul
2	Barthes, R. 2006, Göstergeler İmparatorluğu, YKY, İstanbul
3	Berger, J. 2016, Görme Biçimleri, Metis Yayıncılık
4	Büyükyapıcı, S. 2002, Grafik Sanatlarda Sembolist Göstergeler, D.E.Ü.
5	Erkman, F. 1987, Göstergebilime Giriş, Birinci Basım, Alan Yayıncılık, İstanbul
6	Fiske, J., 1996, İletişim Çalışmalarına Giriş, çev. S. İrvanlı, Bilim Sanat Yayınları/Ark, Ankara
7	Guiraud, P. 1994, Göstergebilim, çev. Prof. Dr. M. Yalçın, İkinci Baskı, İmge Kitabevi, Ankara
8	Kalın, A. 1997, Bitkilerin Anlamsal Boyutu: Farklı Fonksiyonlardaki Bina ve Mekanlarla Anılabilen Bitkiler Üzerine Bir Araştırma KTÜ Fen Bilimleri Enstitüsü, Trabzon
9	Merleau, M-P. 1996, Göz ve Tin: İstanbul Metis Yayınları
10	Parsa, S. ve Parsa, A. F. 2002, Göstergebilim Çözümlemeleri, İzmir: Sanat
11	Pavis, P. 2000, Gösterimlerin Çözümlemesi, İstanbul: Dost
12	Rifat, M. 2002, Gösterge Eleştirisi, İstanbul: Tavanarası
13	Rifat, M. 2008, Dilbilim ve Göstergebilim Kuramları, İstanbul: YKY
14	Vardar, B. 2001, Dilbilimin Temel İlke ve Kavramları, Multilingual Yabancı Dil Yayınları
15	Yücel T. 1982, Yapısalcılık, Can Yayınları
16	Yücel T. 1998, Söylemlerin İçinden, YKY, İstanbul

Week	Weekly Detailed Course Contents	
1	Theoretical	The aim of the course is to provide information about its content and functioning. Basic concepts of semiology.
2	Theoretical	The history of semiotics, the indicator definition of U. Eco , the metaphorical model of A. J. Greimas (Paris School - Ecole de Paris). Discussion of reading parts.
3	Theoretical	The semiotic theorists: Charles Sanders Pierce, Charles William Morris. Discussion of reading parts.

4	Theoretical	The semiology theorists: Ferdinand de Saussure. Homework: Indicators and records we encountered in social life will be noted and discussed. Discussion of reading parts.
5	Theoretical	The semiology theorists: Hjelmslev and Jakobson. Discussion of reading parts.
6	Theoretical	The semiology theorists: Roland Barthes. Discussion of reading parts.
7	Theoretical	The structure of the semiotics: explaining the basic concepts such as illustrating /show, index / string, code, structure, value, linguistic relation. Observations on samples. Discussion of reading parts.
8	Intermediate Exam	Midterm exam
9	Theoretical	Communication case and components: talker / receiver / message / code / channel / sender. Explanation of meaning in linguistic communication. Discussion of reading parts.
10	Theoretical	Information on disciplines (semantics / lexicology, semiology) that deal with the semantics. The formation conditions of meaning in a text / discourse, the production process of meaning and the explanation of semantic units. Discussion of reading parts.
11	Theoretical	Semiological analysis as a scientific approach: Informing about models and approaches. Discussion of reading parts.
12	Theoretical	Data collection related to application work. Compilation of semiotics applications in different areas. Environment constructed as a system of indicators. City displays and analysis. Discussion of reading parts.
13	Theoretical	Data collection related to application work. Compilation of semiotics applications in different areas. Landscape iconography: Symbolism of landscapes. Discussion of reading parts.
14	Theoretical	Evaluation of collected data and construction of application research. Discussion of reading parts.
15	Theoretical	Examination of semiological works: Each student will prepare and present a 30 minute practical or theoretical semiological study and then discuss the group discussion. Discussion of reading parts.
16	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	10	2	168
Assignment	2	4	1	10
Midterm Examination	1	9	1	10
Final Examination	1	11	1	12
			Total Workload (Hours)	200
		[Total Workload (Hours) / 25*] = **ECTS**		8

25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	They will be able to summarize semiotics and sign systems and explain how people communicate with their environment by using sign systems that carry meaning.
2	Describe how can a landscape designer use semiology (semiotics) to encode and decode environmental meanings.
3	Choose a specific research topic and apply encoding and decoding processes of meaning.
4	Evaluate the results of socially constructed environments and the their produced meanings.
5	Summarize meaning systems, perceptions and experiences of different environments and be able to explain human and his environment as a communicating systems.

Programme Outcomes *(Landscape Architecture Master)*

1	e
2	e
3	e
4	e
5	e

Contribution of Learning Outcomes to Programme Outcomes *1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High*

	L1	L2	L3	L4	L5
P1	5	5			
P2	4	4			
P3		5	5	4	
P4					3
P5					4