



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Semiotics Practise							
Course Code		TRDE588		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		By starting with the main principles of semiotics, analyzing the relation between semiotics and other disciplines and analyzing different types of signs, studying theorists who founded the basics of semiotics and the approaches of contemporary theorists comprehensively and enable the students to read different types of signs on different contexts precisely							
Course Content		To be able to dominate semiotics with different disciplines							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Küçükerdoğan, Rengin. Reklam Söylemi, İstanbul:Es Yayınları, 2005.
2	Akerson, Fatma Erkan. Göstergebilime Giriş, İstanbul: Multilingual Yabancı Dil Yayınları, 2005
3	Berke Vardar, Dilbilimin Temel Kavram ve İlkeleri, İstanbul:Multilingual Yabancı Dil Yayınları, 1998.
4	Barthes, Roland. Göstergebilimsel Serüven, İstanbul:Yapı Kredi Yayınları, 2009.
5	Saussure, Ferdinand de. Genel Dilbilim Dersleri, İstanbul:Multilingual Yabancı Dil Yayınları

Week	Weekly Detailed Course Contents	
1	Theoretical	Mentioning about the main principles of semiotics by starting with the philosophical origins of semiotics and its relation with linguistics
2	Theoretical	Stating the types of semiotics and providing examples about types of semiotics
3	Theoretical	Stating the communication between the semiotics and different disciplines.
4	Theoretical	Examining the contributions and analyzing methods of theorists who established the basis of semiotics.
5	Theoretical	Discussing the approaches of theorists who founded the main principles of semiotics within the concept of structuralism and examining the signs in different texts.
6	Theoretical	Studying the new approaches of contemporary semiotics in this field.
7	Theoretical	Analyzing the examples according to the approaches of contemporary semiotics
8	Theoretical	Analyzing the examples according to the approaches of contemporary semiotics
9	Intermediate Exam	Midterm Exam
10	Theoretical	Linguistic and visual analyses based on the relation between advertisement, movie, literature and semiotics.
11	Theoretical	Semiotic interpretations about current examples and analyze examples.
12	Theoretical	Presentations with visual and linguistic reading and interpretations.
13	Theoretical	Presentations with visual and linguistic reading and interpretations.
14	Theoretical	General evaluation
15	Final Exam	Final Exam
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Midterm Examination	1	30	1	31



Final Examination	1	50	2	52
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Consensus in the field of semiotics applications
2	To learn what is semiotics and theorists working on this subject
3	Knows semantics in semiotics, codes, code types
4	Makes semiotic analysis in advertising, cinema and television
5	Knows how to create and analyze indicators in advertising

Programme Outcomes (*Turkish Language and Literature Master*)

1	To be able to combine acquisitions of Turkish Language and Literature program with information belonging to other disciplines
2	To be able to conduct the scientific study , develop and implement new approaches to solving problems in the field.
3	To be able to have the background required for understanding historical texts of Turkish, follow recent studies about Turkish Language and Literature
4	To be able to use communication technologies as required by the Turkish Language and Literature program, share accumulation in the field with society.
5	To be able to evaluate theoretical and practical knowledge and skills with critical approach.

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

	L1
P1	3

