Appendix No. 1.5 to the Resolution No. 7/2023
of the Rector of the University of Rzeszów

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027
ACADEMIC YEAR 2026/2027

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Semiotics
Course/Module code *	P13
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelor's degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 3, semester 6
Course type	elective primary
Language of instruction	English
Coordinator	dr hab. Dorota Osuchowska, prof. UR
Course instructor	dr hab. Dorota Osuchowska, prof. UR

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	**ECTS credits**
6	30							2

1.2. Course delivery methods
- conducted in a traditional way

1.3. Course/Module assessment
- pass without a grade

2. PREREQUISITES

none

3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O1	The first objective is to introduce students into the most important concepts studied within the field of semiotics, for instance to familiarize them with various sign systems used for the purpose of communication.
O2	The second objective is to present semiotics as a research/analytical perspective (with particular stress laid on the semiotics of culture) that can be employed in marketing and communication as such, to create successful brand strategies and/or advertisements on the basis of cultural symbols, codes and narratives.

3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	Knows and understands the most important issues concerning the theory and methodology of semiotics, the key terms used, models of communication and leading scholars representing the field and, what follows, selected techniques of linguistic, visual and media communication as well as the tools that can be used in their implementation.	K_W03
LO_02	Knows and understands ways in which various types of signs and/or universal/cultural symbols, colour, non-verbal behaviour (the semiotics of behaviour) may be interpreted by and affect the recipient of the message.	K_W04

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline
Basic definitions. A relation of semiotics to linguistics. The differentiation between langue and parole. Knowledge of the basics of semiotics as an important asset on a job market.
Models of the sign. Models by de Saussure and Peirce. The relational system, arbitrariness and relativity. Symbolic, iconic mode and indexical mode. Digital and analogue signs. Types and tokens. Hjelmslev's framework.
Signs and things; naming things. Referentiality and modality. Is a word the thing? Empty signifiers.
Analysing structures. Horizontal and vertical axes. The paradigmatic dimension. The commutation test. Oppositions, markedness, deconstruction, alignment and the semiotic square.
The syntagmatic dimension. Spatial and sequential relations. Structural reduction.

Challenging the literal. Rhetorical tropes. Metaphor, metonymy, synecdoche an irony. Master tropes. Denotation, connotation and myth.
The concept of a code. Types of codes. Perceptual, social and textual codes; codes of realism. Broadcast and narrowcast codes. Interaction of textual codes. Codification.
Textual interactions. Models of communication. The positioning of the subject. Modes of address and reading positions.
Intertextuality; problematizing authorship. Reading as rewriting. Intratextuality and bricolage. Types and degrees of intertextuality.
Semiotics: past and future. Structuralist and poststructualist semiotics. Methodologies. An ecological and multimodal approach.
Semiotics as a research perspective. Semiotics of culture and its use in communication and marketing. Semiotic analyses and creating the image of a brand/company, an advertising slogan on the basis of cultural symbols, codes and narratives.
Popular culture and its exploitation by contemporary brands. Semiotics as a discipline which shows which sign systems and contexts should be employed in creating a successful brand. Using semiotic analysis in market and culture studies.

3.4. Methods of Instruction

Lecture supported by a multimedia presentation with analysis of semiotic texts from diverse domains such as language, non-verbal communication, media, advertising, popular culture using the theory and analytical tools presented during the lectures.

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO_01	TEST	L
LO_02	TEST	L

4.2 Course assessment criteria

Credit granted on the basis of a test checking the knowledge of theoretical concepts presented during the lecture, the knowledge of source texts discussed and analytical skills. A pass is granted on the basis of a test result of at least 60%.

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

Activity	Number of hours
Course hours	30
Other contact hours involving the teacher (consultation hours, examinations)	5

Non-contact hours - student's own work (studying the literature and preparation for test)	15
Total number of hours	50
Total number of ECTS credits	2

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

Compulsory literature: Chandler, D. 2007. Semiotics. The Basics. 2nd edition. Routledge.
Complementary literature: Polak, K. Żurawicka, M. 2023. Semiotyka w marketingu. Jak badać znaki, symbole i kody rynku. PWN.

Approved by the Head of the Department or an authorised person