mcomu2113

2018

UCLouvain

5 credits	30.0 h	Q2

Teacher(s)	Catellani Andrea ;
Language :	French
Place of the course	Mons
Main themes	• basic concepts of semiotics: sign, text, discourse, narrative. • Verbal and visual on screen: basics and approaches. • Hypertext, architext, device. • Interaction and enunciation on-line. • methodology of semiotic analysis: plastic, iconic, discourse, narrative, values, passions. • examples of how to analyze web sites and on-line conversations.
Aims	1 • know basic concepts of contemporary semiotics, and their application to the digital world. • learn to recognize differences and specificities of digital textualities and of screens. • make the difference between the purely technical dimension of the Web and its symbolic and cultural dimension. • understand how to apply the semiotic methodology for the analysis of screen texts and web sites. - - - - *The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".*
Evaluation methods	Production of a written report that presents the analysis of a website, done partly individually and partly in groups: the report produced by each group includes collective parts and individual parts. Part of the final grade is collective (6 points), another part is individual (14 points). The modality is the same for the different exam sessions. Second session: if all the students who form a working group must retake the exam, they must repeat the analysis and submit a new analysis report; if only one or more members have a deficiency rating, they must represent only their individual part of the analysis, and therefore only their individual part of the group report (14 points).
Teaching methods	Lecture, text reading, exercice with the supervision of the lecturer, individual and collective projects.
Content	This course aims at teaching students how to make a semiotic analysis of web sites in an autonomous way. To do that, the course presents: • basic notions and concepts of semiotics, in order to apply it to the digital world; • some considerations on some concepts and notions that are important to understand the digital world from a semiotic point of view (in particular, the screen as a text, multimediality, interactivity, distinction between text and paratext); • the components of a semiotic analysis grid for web sites, specifically from a comparative point of view.
Bibliography	• Les supports du cours seront mis à disposition au début et pendant le cours sur la page Student Corner du cours. "Sémiotique du récit", N. Everaert-Desmedt, Deboeck, 2007. "Le webdesign. Sociale expérience des interfaces web", N. Pignier, B. Drouillat, Hermès-Lavoisier, 2008. "Sémiotique mode d'emploi", J.-J. Boutaud et K. Berthelot-Guiet, Le bord de l'eau, 2014.
Other infos	Course materials are presented and distributed at the beginning and during the course, on the Student Corner page of the course.
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)

Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Communication	COMM2M	5		🔍
Master [60] in Information and Communication	COMM2M1	5		🔍