









5.00 credits

30.0 h

Q1

Teacher(s)	Collard Anne-Sophie ;
Language :	French
Place of the course	Bruxelles Saint-Louis
Prerequisites	<i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i>
Learning outcomes	At the end of this learning unit, the student is able to : The aim of this course is to explain the key theoretical concepts related to the three semiotic approaches presented. It also aims to construct an analytical approach from the concepts developed, in order to understand the meaning process of communication systems.
Evaluation methods	On the one hand, the course is evaluated on the basis of an individual oral exam in session. It covers both the mastery of the theoretical part and the ability to analyze the communication tool produced by the students, based on the analysis grids provided. On the other hand, the quality of this production (the integration of the instructions given in each workshop and the final production) is evaluated collectively (group work). Students' participation in the three workshops is included in the evaluation. In case of absence, a justification is required.
Teaching methods	The pedagogical approach blends different modalities: face-to-face sessions, autonomous work and small group coaching. It includes a theoretical part and a practical part. Theoretical part: the content is presented and discussed through face-to-face sessions (presentation of the theory and analysis of examples) in order to check the students' understanding and to answer their questions. Practical part: students will be asked to design a media device in three workshops (group work). The workshops are organized face-to-face. Students' participation in the three workshop sessions is required. It is also recommended that students work on their project in a collaborative way outside of the workshops using the digital tools at their disposal.
Content	The three main semiotic approaches form the theoretical framework of the course: 1) Structural approach a. The fundamental model: general linguistics b. To a structural semiology 2) Pragmatic approach a. Enunciation b. Deictic context c. Relational contexte 3) Cognitive approach a. The sign-thinking b. Understanding from signs - The Relevance Theory - The Conceptual Metaphor Theory - The Conceptual Blending Theory From the theoretical concepts presented, the course proposes to construct and analyze a communication tool.
Bibliography	- Verhaegen Philippe, Signe et communication, Bruxelles, De Boeck, 2010 - Meunier Jean-Pierre & Peraya Daniel, Introduction aux théories de la communication, Bruxelles, De Boeck, 3ème édition, 2010 - Lakoff George & Johnson Mark, Les métaphores dans la vie quotidienne, Paris, Les Editions de Minuit, (traduit de l'américain par M. de Fornel), 1985 - Fauconnier Gilles & Turner Mark, The way we think. Conceptual blending and the mind's hidden complexities., Basic Books, 2002
Other infos	Students have access to course materials (slides) produced by the teacher from Moodle. They also find various texts that allow them to deepen certain theoretical points. The theoretical part is largely based on the work of Philippe Verhaegen, Signe et communication (Brussels, De Boeck, 2010). Its reading is therefore highly recommended.

Faculty or entity in charge	ESPB
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Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor in Information and Communication	COMB1BA	5	BPOLS1110	
Bachelor in Information and Communication (French-English)	COAB1BA	5	BPOLS1114	
Bachelor in Information and Communication (French-Dutch-English)	COTB1BA	5	BPOLS1110	
Bachelor in Sociology and Anthropology	SOCB1BA	5	BPOLS1110	
Bachelor in Sociology and Anthropology (French-English)	SOAB1BA	5	BPOLS1114	
Bachelor in Sociology and Anthropology (French-Dutch-English)	SOTB1BA	5	BPOLS1110	
Bachelor in Political Sciences	SPOB1BA	5	BPOLS1110	
Bachelor in Political Sciences (French-English)	SPAB1BA	5	BPOLS1114	
Bachelor in Translation and Interpreting [Filière en communication interculturelle]	TIMB1BA	5		