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5.00 credits	30.0 h	Q1
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Teacher(s)	Catellani Andrea ;
Language :	French
Place of the course	Mons
Prerequisites	Knowledge about the basis of semiotic theories.
Main themes	<ul style="list-style-type: none"> • 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.
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <ul style="list-style-type: none"> • 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. 1 • 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.
Evaluation methods	<p>2 points: active course attendance (precise details will be communicated at the beginning of the course).</p> <p>4 points: production of a written report analyzing a website, carried out as a group. Participation in group work is compulsory.</p> <p>14 points: individual written examination. In the event of failure to pass this part of the assessment (less than 7 points out of 14), this mark automatically becomes the overall mark.</p> <p>Second session: the 2 points for active course attendance cannot be recovered, and are retained for the second session if obtained. If all students in a working group are required to retake the exam, they must redo the analysis work and submit a new group analysis report (which counts for 4 points), in addition to the in-session individual written exam; if only one or more members have a deficiency rating, they must resubmit only the in-session individual written exam (which counts for 14 points), and in this case the part of the rating relating to the group analysis report is retained. Also in the second session, in the event of a deficiency in the individual written exam (less than 7 points out of 14), this rating automatically becomes the overall rating.</p> <p>The use of artificial intelligence in the assessment tests for this course is governed by the rules set out in the relevant faculty memorandum, which is available on the faculty intranet site in the information for students section (see https://cdn.uclouvain.be/groups/cms-editors-espo/documents-tout-public/Note%20IA%20C3%A9tudiants.pdf).</p>
Teaching methods	Lectures, reading of texts, accompanied exercises, practical work.
Content	<p>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:</p> <ul style="list-style-type: none"> • 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, distinction between text and paratext); • the components of a semiotic analysis grid for web sites, specifically from a comparative point of view.
Bibliography	<p>"Sémiotique du récit", N. Everaert-Desmedt, Deboeck, 2007.</p> <p>"Le webdesign. Sociale expérience des interfaces web", N. Pignier, B. Drouillat, Hermès-Lavoisier, 2008.</p> <p>"Sémiotique mode d'emploi", J.-J. Boutaud et K. Berthelot-Guiet, Le bord de l'eau, 2014.</p> <p>"Introduction à l'analyse de l'image", M. Joly, Armand Colin, 4ème éd. 2022.</p> <p>"Site internet : audit et stratégie", Sébastien Rouquette (dir.), De Boeck supérieur, 2017.</p> <p>"Le numérique comme écriture. Théories et méthodes d'analyse", Emmanuel Souchier, Etienne Candell, Valérie Jeanne-Perrier, Gustavo Gomez-Mejia, Armand Colin, 2019.</p> <p>"Analyse des sites web", Luc Massou et al., ISTE, 2022.</p>

Other infos	Course materials are presented and distributed on the Moodle page of the course.
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [60] in Information and Communication	COMM2M1	5		
Master [120] in Communication	COMM2M	5		