

Course Title	Semiotics of Visual Arts			
Course Code	ESVA			
Course Type	Elective			
Level	Bachelor			
Year / Semester	5th, 6th, 7th or 8th semester			
Teacher's Name	Dr. Georgia Touliatou			
ECTS	6	Lectures / week	3	Laboratories / week
Learning Outcomes	<p>Upon completion of the course, students should be able:</p> <ol style="list-style-type: none"> 1. to apply social science perspectives in cultural analysis; 2. to comprehend and interpret analytically signs, symbols and meanings in literature, photography and cinema; 3. to compare and contrast different historical and contemporary cultural perspectives and the codes they employ; 4. to discuss modern and postmodern trends in cultural production. 			
Prerequisites	-	Required	-	-
Course Content	<p>Semiotics, psychoanalysis and hermeneutics Message levels, meaning forms, multiplicity, contingency and identity.</p> <p>Signs, Rhetorics and Mythologies Fiction, narratives, significations, connotations, codes, myths, mythologies and ideologies.</p> <p>Popular culture and everyday life The mass media, fashion and popularity of cultural products and forms. Distinction, habit, convention and norm establishment.</p> <p>Analysing Art Historical and social context. The producer and the consumer of art products. Literary theory and film theory. Case studies</p>			
Teaching Methodology	Lectures, demonstrations and screenings open up class discussions engaging students in the practice of semiological analysis. Lectures address some basic theories on signs, messages and meaning attribution while demonstrations and screenings offer examples and case studies for decoding and interpreting texts and images. This process is supported by			

	individual student study and research through directed and independent learning. Students become acquainted with basic social science conceptual tools and are able to use them in the analysis of cultural products. They also present their project work in class and discussion follows in which they receive feedback.
Bibliography	<p>Barthes, R. (1972) Mythologies, New York: Hill and Wang</p> <p>Barthes, R. (1979) Μυθολογίες, Αθήνα: Εκδόσεις Ράππα</p> <p>Umberto, E. (1991) Η σημειολογία στην καθημερινή ζωή, Θεσσαλονίκη: Μαλλιάρης</p> <p>Ceasar, M. (1999) Umberto Eco: philosophy, semiotics and the work of fiction, New York: Polity Press</p> <p>Χαλεβελάκη, Μ. (2010) Εισαγωγή στην σημειολογία, Αθήνα: Καστανιώτη</p> <p>Bourdieu, P. (1984) Distinction: a critique of the judgement of taste, Harvard University Press</p> <p>Zizek, S. (2006) The sublime object of ideology / Το υψηλό αντικείμενο της ιδεολογίας, London: Verso/Scripta</p>
Assessment	<ul style="list-style-type: none"> - Mid-Term / Quiz 30% - Homework assignments 20% - Final exam 50% <p>Assessment Criteria for the homework assignments are:</p> <p>Conceptual understanding and analytical skills - 40%</p> <p>Structuring and developing argumentation - 30%</p> <p>Presentation and Communication - 30%</p>
Language	English