



General information	
Academic subject	Semiotics
Degree course	<i>Philosophy (L-05)</i>
Academic Year	2022-2023
European Credit Transfer and Accumulation System (ECTS)	
Language	<i>Italian</i>
Academic calendar (starting and ending date)	Second Semester (27.02.2023 – 19.05.2023)
Attendance	<i>Not mandatory</i>

Professor/ Lecturer	
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Virtual headquarters	Microsoft Teams: giorgio.borrelli@uniba.it
Tutoring (time and day)	Friday:10.00-12.00 a.m. (lecturer's office, or online via Microsoft Teams platform) Please notify the lecturer by email the day before the tutoring (giorgio.borrelli@uniba.it)

Syllabus	
Learning Objectives	<i>In line with the learning objectives of the Degree course in Philosophy, the course primarily aims to provide a basic knowledge of the history of contemporary semiotic thought. Through the study of semiotic terminologies, theories and methods, students will develop their critical tools and research skills. Furthermore, analysing and interpreting the reference texts, students will be able to apply the acquired knowledge to new theoretical contexts and to topics not directly analysed with during the course, developing skills that will be particularly useful in their professional life.</i>
Course prerequisites	/
Contents	<i>Barthes: the critical re-elaboration of the structuralist approach and the study of mass culture discourses. The interpretive semiotics of Peirce, Vailati and Morris. Rossi-Landi: semiotics as a critical tool for the study of economics, society and ideology.</i>
Books and bibliography	R. Barthes. <i>Miti d'oggi</i> . Einaudi, 2016. G. Borrelli. <i>Ferruccio Rossi-Landi. Semiotica, economia e pratica sociale</i> . Edizioni dal Sud, 2020. C. Morris. <i>Lineamenti di una teoria dei segni</i> . Pensa Multimedia, 2009. J. Ponzio. <i>C.S. Peirce. Le avventure della forma</i> . Il melangolo, 2020. G. Vailati. <i>Il metodo della filosofia</i> . Pensa Multimedia, 2022.
Additional materials	

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
Hours			
225	63	0	162
ECTS			
9			
Teaching strategy		<i>Frontal Instruction</i>	
Expected learning outcomes			
Knowledge and understanding on:		The course aims to provide an overview of the main semiotic approaches, showing their divergences and points of contact. Special attention will be paid to the social, political and economic implications of verbal and non-verbal forms of semiosis. Semiotics will be considered as a method of philosophical enquiry aimed at analysing language in its performative and practical-communicative dimensions and the different form of ideological discourse.	
Applying knowledge and understanding on:		The acquisition of semiotic terminologies, theories and methods will enable students to increase their knowledge, research skills, critical capabilities and applied comprehension skills. In addition, the analysis and interpretation of reference texts will enable students to apply the acquired knowledge to new theoretical contexts and to objects of study not directly dealt with during the course, developing skills that will be particularly useful in their professional life.	
Soft skills		<ul style="list-style-type: none"> • <i>Making informed judgments and choices</i> The conceptual tools provided during the course will help students to develop a more conscious approach to the study of the practical-communicative uses of languages, useful for developing both a general view of semiotic investigation and the ability to critically confront the issues at the centre of theoretical debate. • <i>Communicating knowledge and understanding</i> Students will develop the ability to clearly communicate and explain the main issues related to the semiotic approach and will develop the ability to share, elaborate, synthesise and argue their knowledge related to the discipline. • <i>Capacities to continue learning</i> Students will acquire the ability to independently read and understand the main issues related to semiotic studies, to recognise different approaches and to select different methods. 	

Assessment and feedback	
Methods of assessment	
Evaluation criteria	<ul style="list-style-type: none"> • <i>Knowledge and understanding</i> Students must demonstrate an understanding of the main concepts covered in the course and be able to explain and critically analyse them. • <i>Applying knowledge and understanding</i> Students must be able to apply the tools on which the semiotic approach is based; they must be able to recognise, the main issues related to semiotic disciplines, and critically apply interpretative strategies. • <i>Autonomy of judgment</i> Students must be able to use the conceptual tools acquired during the course independently and select the information they need for contextualisation.

	<ul style="list-style-type: none"> • <i>Communicating knowledge and understanding/ Communication skills</i> Students must be able to expound the concepts acquired during the course, using the specialised language of semiotics and be able to expound and explain the texts covered in the programme. • <i>Capacities to continue learning</i> Students must be able to independently understand the main issues related to semiotics, recognise the different approaches and select different methods.
Criteria for assessment and attribution of the final mark	<p><i>Learning will be measured by the students' ability to</i></p> <p><i>a) master the specialised terminology of the discipline</i></p> <p><i>b) to know and explore in depth the topics covered during the course</i></p> <p><i>c) develop a personal interpretation of the topics covered during the course through connections with different disciplines and further research interests.</i></p> <p><i>The final grade will be awarded at the end of an oral examination in which students will have to show that they have acquired the aforementioned skills.</i></p>
Additional information	