

Learning Unit 6

Summary

| | <i>Topic</i> | <i>Text</i> | <i>Language & Academic Skills</i> | <i>Assignments</i> |
|---|--------------|---|---|---|
| 6 | Signs | Roland Barthes, "The Rhetoric of the Image" [1977]. | Applying theory. Working in groups and presentation skills. Giving peer feedback. | Select a recent news photograph and decipher the three possible messages, according to Barthes. |

Overview

What is semiotics in light of today's theories of media? This session focuses on structuralist theories and semiotic analysis of media. PowerPoint presentations, mandatory texts, and other material contribute to students' understanding and evaluation of how the media work for the construction of meaning in society.

Objective

Students will be able to explain how theories of signs and the generation of meaning in society are used in contemporary theories of media.

Language & Academic Skills

Applying theories of signs to media and cultural products. Working in groups and presentation skills. Giving peer feedback.

Resources

| <i>Type</i> | <i>Content</i> | <i>Context</i> |
|-------------|---|--|
| Web site | http://lucian.uchicago.edu/blogs/media-theory/keywords/semiotics/ | This link goes to the definition of semiotics. It is one of the keywords compiled by the The Chicago School of Media Theory (CSMT), a working group established by University of Chicago students and course assistants. |



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| Textbook supplement | <u>Key Themes in Media Theory</u> | See chapter 4 on “Structuralism and Semiotics” for further reading. |
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