

Study Programme: Language, Literature and Culture			
Course Unit Title: Semiotics of Culture			
Course Unit Code: 21SK090			
Name of Lecturer(s): Sanja Paripović Krčmar, Milica Sofinkić			
Type and Level of Studies: Bachelor			
Course Status (compulsory/elective): Elective			
Semester (winter/summer): W/S			
Language of instruction: English			
Mode of course unit delivery (face-to-face/distance learning): face-to-face			
Number of ECTS Allocated: 3			
Prerequisites: B1 English			
Course Aims:			
Students are introduced to basic principles of semiotic research and their application in the field of cultural studies.			
Learning Outcomes:			
Students are expected to perform a semiotic analysis of a phenomenon in culture.			
Syllabus:			
<i>Theory</i>			
I Concepts of semiotics and culture.			
II General semiotics and special semiotics: semiotics of the city, semiotics of history, literary semiotics, semiotics of everyday life, visual semiotics, semiotics of advertising.			
<i>Practice</i>			
Presentation of semiotic analysis of a phenomenon in culture (advertisement, photograph, book, architecture, pictures, newspaper, etc.).			
Required Reading:			
Lotman, Yuri M. <i>Universe of the mind: a semiotic theory of culture</i> (1990) London & New York: I. B. Tauris & Co Ltd.			
Barthes, Roland. <i>Elements of Semiology</i> (1968) Hill and Wang: New York.			
Eco, Umberto. <i>A Theory of Semiotics</i> (1976) Indiana University Press,			
Weekly Contact Hours:	Lectures:	Practical work:	
Teaching Methods:			
Lectures, interactive classes: text analysis and discussion.			
Knowledge Assessment (maximum of 100 points):			
Pre-exam obligations	points	Final exam	points
Active class participation	5	presentation	60
Practical work	5	oral exam	10
Preliminary exam(s)	10	
Seminar(s)	10		
The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.			

