



Jordan University of Science and Technology
Faculty of Science & Arts
English Language & Linguistics Department

ENG361 Semiotics

First Semester 2021-2022

Course Catalog

3 Credit Hours. Semiotics is the study of the sign in various forms of communication used to communicate and share ideas or meanings. It extends the notion of text beyond the written page to any artifact that can "stand for" something else including pictures, sounds, gestures, body language, and even objects. It is therefore the study of making meaning (both "encoding" and "decoding") in its widest possible sense. This course is concerned with the description of sign systems and the codes that structure meaning, as well as the particular instances or events in which signs are constructed. Particularly, it focuses on the concept of Sign and its practical usage and analysis as introduced by the two most prominent figures Ferdinand de Saussure and Charles S. Peirce. The students are given the variety of usage of sign, how it works, what it means and why it means as it means. Finally students are also equipped with the ability to do the analysis of any kinds of sign, verbal or nonverbal.

Text Book

Title	1. Danesi, Marcel 2004: Messages, Signs, and Meanings: A Basic Textbook in Semiotics and Communication Theory, 3rd Edition. Canadian Scholars' Press Inc. Canada
Author(s)	Danesi, Marcel
Edition	3rd Edition
Short Name	Messages, Signs, and Meanings
Other Information	

Course References

Short name	Book name	Author(s)	Edition	Other Information
Semiotics, the Basics	2. Chandler, Daniel. 2007. Semiotics, the Basics. London and New York: Routledge	Chandler, Daniel	1st Edition	

Instructor

Name	Prof. Kawakib Al-Momani
Office Location	D1 L0

Office Hours	Sun : 08:30 - 09:30 Mon : 12:00 - 13:00 Mon : 13:00 - 14:00 Tue : 13:00 - 14:00 Tue : 14:00 - 15:00 Wed : 14:30 - 15:30
Email	kmomani@just.edu.jo

Class Schedule & Room	
Section 1:	Lecture Time: Sun : 10:00 - 11:30 Room: M4201
Section 2:	Lecture Time: Tue : 10:00 - 11:30 Room: M4201

Prerequisites		
Line Number	Course Name	Prerequisite Type
813600	ENG360 Semantics	Prerequisite / Study

Tentative List of Topics Covered		
Weeks	Topic	References
Weeks 1, 2	Introduction to semiotics: what is semiotics: A historical review	From Semiotics, the Basics
Weeks 3, 4	Fundamental concepts in semiotics Sign, sense, reference, concept	From Semiotics, the Basics
Week 4	Definition of the sign and sign system.	From Messages, Signs, and Meanings
Week 5	Structure of the sign	From Semiotics, the Basics
Weeks 6, 7	The Saussurean model of the sign	From Semiotics, the Basics
Weeks 8, 9	The Peircean model of the sign	From Semiotics, the Basics
Weeks 9, 10	body signs: Non-verbal semiotics	From Messages, Signs, and Meanings
Weeks 10, 11	Visual signs	From Messages, Signs, and Meanings
Weeks 12, 13	clothing as sign	From Messages, Signs, and Meanings
Weeks 13, 14	Messages and Meanings	From Messages, Signs, and Meanings , From Semiotics, the Basics

Weeks 15, 16	revision and practice	From Messages, Signs, and Meanings
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Mapping of Course Outcomes to Program Student Outcomes	Course Outcome Weight (Out of 100%)	Assessment method
Define semiotics and give detailed explanation of its concepts [1CLO 2, 1CLO 4]	20%	
Be able to describe the difference between Saussure and Peirce's concepts of the sign and the application of each [1CLO 2]	20%	
Understand the concept and nature of sign philosophically and practically [1CLO 4]	20%	
Do analysis of various possible signs found in life through different media [1CLO 3, 1CLO 4, 1CLO 5]	20%	
Understand the construction of code, sign and things in a real life [1CLO 4]	20%	

Relationship to Program Student Outcomes (Out of 100%)				
CLO 1	CLO 2	CLO 3	CLO 4	CLO 5
	30	6.67	56.67	6.67

Evaluation	
Assessment Tool	Weight
Midterm exam	50%
Final exam	50%

Date Printed: 2021-11-07