



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

ENG785 Semiotics

Second Semester 2023-2024

Course Catalog

3 Credit Hours. This course serves as a guide to semiotic theory and practice. In particular, it covers the main themes, concepts, and techniques that constitute current semiotic theory and practice. Therefore, the course mainly focuses on the different functions of sign system in the smaller and larger contexts, the main constituents of a sign, different models of the sign, and current practices in the field.

Teaching Method: On Campus

Text Book

Title	The Quest for Meaning
Author(s)	Marcel Danesi
Edition	1st Edition
Short Name	1
Other Information	

Instructor

Name	Dr. Osama Abdel-Ghafer
Office Location	D1 L0
Office Hours	Sun : 11:30 - 12:30 Tue : 11:30 - 12:30 Tue : 13:30 - 14:30 Wed : 12:30 - 13:30 Thu : 11:30 - 12:30 Thu : 13:30 - 14:30
Email	abghafer@just.edu.jo

Class Schedule & Room

Section 1:

Lecture Time: Sun : 13:30 - 16:30

Room: M3304

Tentative List of Topics Covered

Weeks	Topic	References
Weeks 1, 2	What is semiotics	From 1
Weeks 3, 4	Signs	From 1
Weeks 5, 6	Structure	From 1
Weeks 7, 8	Codes	From 1
Weeks 9, 10	Texts	From 1
Weeks 11, 12	Representation	
Weeks 13, 14	Semiotics in the Internet Era	From 1
Week 15	Applications	From 1

Mapping of Course Outcomes to Program Outcomes	Course Outcome Weight (Out of 100%)	Assessment method
discuss the concept of the sign [1PLO 1-K1, 1PLO 3-S2]	30%	
discuss different types of signs [1PLO 1-K1, 1PLO 3-S2]	30%	
carry out semiotic analysis [1PLO 3- S2, 1PLO 5-C1/2]	40%	

Relationship to Program Student Outcomes (Out of 100%)

PLO 1-K1	PLO 2-S1	PLO 3- S2	PLO 4- S3	PLO 5-C1/2	PLO 6- C3/4
30		50		20	

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