Description: Semiotic Codes

Subject   Cat-nbr   Class   Term    Mode    Units    Campus
EDU       5451      38327    3, 2004  EXT     1.00     TW MBA

Academic group: FOEDU
Academic org: FOE003
Student contribution band: 1
ASCED code: 079999

STAFFING
Examiner: Karen Knight-Mudie
Moderator: Michelle Lovett

RATIONALE
Semiotics is the study of signs and symbols. Semiotic codes carry and present knowledge and serve as a means of communicating information. Semiotic codes may be taken to incorporate expression of something (verbal, written, pictorial, musical, gestural) that indicates to the mind something beyond the sign itself and/or symbolically relates to an object by convention. In attempting to glean some understanding of the way in which various texts function, it is necessary to employ semiotic analysis to everything that has meaning within a culture. While the written and spoken language is constantly under investigation within the educational milieu, other prolific semiotic codes such as images, gestures and soundscapes present structural relationships that challenge notions of 'reality' and require a different approach that allows for diversity in deciphering meaning.

SYNOPSIS
This course offers a variety of analytical tools for investigating semiotic codes that include verbal, written, pictorial, musical and gestural expression. The powerful role of various Discourses in influencing how a person makes meaning from something will be investigated and students will be introduced to some of the major theoretical issues and concerns prevalent in contemporary society. Particular emphasis will be placed on interpretation and meanings of sign systems in which images, gestures and sounds are used.

OBJECTIVES
On completion of this course students will be able to:

1. identify various types of non-discursive texts, describe the medium used, the genre to which the text belongs and the context in which it was found;
2. consider ways in which personal values affect interpretation of a non-discursive text;
3. probe notions of reality claims made by a non-discursive text;
4. undertake paradigmatic analysis;
5. understand the syntagmatic structure and possible intertextuality of the symbolic arrangement;
6. analyse the semiotic code used in the non-discursive text;
7. propose dominant and oppositional interpretations for selected textural examples;
8. demonstrate critical and evaluative skills in arranging logically argued responses to selected textural examples.

<table>
<thead>
<tr>
<th>TOPICS</th>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1.</td>
<td>Analytical tools for investigating symbolic texts</td>
<td>20.00</td>
</tr>
<tr>
<td>2.</td>
<td>Type-token distinction</td>
<td>20.00</td>
</tr>
<tr>
<td>3.</td>
<td>Modality</td>
<td>10.00</td>
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<tr>
<td>4.</td>
<td>Paradigms</td>
<td>10.00</td>
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<tr>
<td>5.</td>
<td>Syntagmatic structures</td>
<td>20.00</td>
</tr>
<tr>
<td>6.</td>
<td>Semiotic codes</td>
<td>20.00</td>
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**TEXT and MATERIALS required to be PURCHASED or ACCESSED:**

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at http://bookshop.usq.edu.au click 'Semester', then enter your 'Course Code' (no spaces).


**REFERENCE MATERIALS:**

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Web Sites: www.slc.edu/~wellisto/brainmelt.html
www.cultsock.ndirect.co.uk/MUHome/eshtml/semiomean/semi 1.html
www.indiana.edu/~educp550/semped.html

STUDENT WORKLOAD REQUIREMENTS:

<table>
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<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Assessment</td>
<td>40.00</td>
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<td>Directed Study</td>
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ASSESSMENT DETAILS

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<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tr>
<td>ESSAY</td>
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<tr>
<td>REPORT</td>
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<td>60.00</td>
<td>11 Feb 2005</td>
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IMPORTANT ASSESSMENT INFORMATION

1. Attendance requirements:
   It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.

2. Requirements for students to complete each assessment item satisfactorily:
   To complete each of the assessment items satisfactorily, students must obtain at least a grade of C- for each assessment item.

3. Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval then a penalty of 10% of the contribution of the assignment to the final grade will apply for each working day late.

4. Requirements for student to be awarded a passing grade in the course:
   To be assured of a passing grade, students must demonstrate, via the summative assessment items, that they have achieved the required minimum standards in relation to the objectives of the course by satisfactorily completing all summative assessment items.

5. Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the weighted aggregate of the grades obtained for each of the summative assessment items in the course.

6. Examination information:
   There is no examination in this course.

7. Examination period when Deferred/Supplementary examinations will be held:
   There will be no Deferred or Supplementary examinations in this course.

8. University Regulations:
   Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL
ASSESSMENT NOTES

1 The due date for an assignment is the date by which a student must despatch the
assignment to the USQ. The onus is on the student to provide proof of the despatch
date, if requested by the examiner.

2 Students must retain a copy of each item submitted for assessment. This must be
produced within five (5) days if required by the examiner.

3 The examiner may grant an extension of the due date of an assignment in
extenuating circumstances.

4 In the event that a due date for an assignment falls on a local public holiday in their
area, such as a show holiday, the due date for the assignment will be the next day.
Students are to note on the assignment cover the date of the public holiday for the
examiner's convenience.

5 Students who have undertaken all of the required assessment in the course but who
have failed to meet some of the specified objectives of the course within the
normally prescribed time may be awarded the temporary grade of IM
(Incomplete-Make up). An IM grade will only be awarded when, in the opinion of
the examiner, a student will be able to achieve the remaining objectives of the
course after a period of non-directed personal study.

6 Students who, for medical, family/personal, or employment-related reasons, are
unable to complete an assignment or to sit for an examination at the scheduled time
may apply to defer an assessment in a course. Such a request must be accompanied
by appropriate supporting documentation. One of the following temporary grades
may be awarded IDS (Incomplete-Deferred Examination), IDM
(Incomplete-Deferred Make-up), IDB (Incomplete-Both Deferred Examination
and Deferred Make-up).

7 When there is more than one grader for a single item of assessment, the distributed
patterns of grades for the different graders will be compared and grades adjusted
if necessary.

8 The Faculty will normally only accept assessments that have been written, typed
or printed on paper-based media, except for WEB courses.

9 Marking criteria are provided in course material as mark sheets/guides or as part
of assignment specifications.

10 All assessment items must be submitted.

11 Summative assessment items will receive one of the following letter grades: HD,
A, B, C, F or I.

12 Assessment instruments for this course could include any of the following, if agreed
or specified: folios, projects, journals, notated scores, video and tape recordings,
researched essays, computer-generated presentations.
OTHER REQUIREMENTS
1 Students will require access to e-mail and Internet access to USQConnect for this course.