

Course Title : Bases of Semiotics

Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab (hours/week)	Credits	ECTS
COM 201	A	3	3	0	0	3.00	5
Lecturer and Office Hours			Agron Tufa, PhD				
Teaching Assistant and Office Hours							
Language			Albanian				
Course Level			Bachelor				
Description			Semiotics of the text actually states that by this definition means an articulate theory, operational concepts which are used to describe the organization of texts. To apply methodological instruments texts that will be subject to tests semiotic means to possess a kind of intuition, a kind of interpretive insight and artistic sensitivity. But this does not mean that the semiotic reading of texts is entirely subjective and arbitrary. Semiotic analysis aims to reignite intelligible, belonging and distinctiveness of texts studied. (With intelligible will understand more understanding, the contents against nebula which comes from fast intuitive interpretations). Through semiotic analysis with analytical and critical approach intended to feel and understanding of authentic texts, which not only genuine semblance of truth that does not obsolete, but also manage to create such.				
Objectives			<ul style="list-style-type: none"> □ To obtain basic knowledge of the theory of nodular □ Adopt operational concepts to describe organization of texts □ To reach students applying methodological instruments texts will be objects of semiotic analysis □ Increase possessing intuitive ability, what kind and what kind of interpretive teaser required. □ To promote the critical viewing and artistic sensitivity during semiotic reading, avoiding reading entirely subjective and arbitrary, or use the text 				

Course Outline

Week	Topics
1	- In the world of Semiotics; - What is Semiotics? - The notion on semiotics and its elements - texts, signs. - The loss of Language: when language is excessive. - Sign. People and signs. Kinds of signs.
2	Situations of communication and their types; - Sign systems - What a system means? - How is a sign system made up.
3	Signs in culture - Clever numbers - Hands and signs - Stones transform also in signs - Language of dance - language as a sign system
4	The reader model and limits of interpretation semiotics of Umberto Eco the main issues- Theories on semiotic reading assistance;- Literary system and intertextuality;- Helen of Troy as the creation of Faik Konica hyper textual ...;(other semiotic analysis)- The reader model and limits the interpretation semiotics of Umberto Eco- Lack of understanding literary sustainable
5	Levels of reception of semiotic text and its interpretation - Signs, its essence and qualities - Structure of signs classification
6	Three dimensions of semiotic text
7	- Semiotic bases of communicative activity - Communicative relationships in the system:
8	Midterm Exam
9	Semiotic analyze of the advertising message - The complex analyze of the advertising message
10	Advertising as a creolized text - The metaphoric base of the advertising's creolized text
11	Fundamental units and notions of text semiotics - Notion of expression - Syntactic
12	On the atmosphere of semiotics - Semantics - Pragmatics
13	Semiosphere - Intertext and Inosphere (sphere of information - informsphere) - Semiotics of gestures:
14	On the language of deaf-mutes - On our little siblings (animals) - On money

15	On grades and decorates - On flowers and colors - On bees - On the numbering system		
16	Final Exam		
Prerequisites			
Textbook		<ul style="list-style-type: none"> • Maria Pia Pozato, Semiotika e Tekstit, SHBLU, Tiranë, 2005. • Vladimir Propp • Juril Lloman: • Ekko Umberto • Italo Calvino: • Barthes Rolan 	
Other References		<ul style="list-style-type: none"> • Sabri Hamiti, Poetika shqipe, Tiranë, 2010. • Terry Eagleton, Literary theory - an introduction, (Anniversary Edition) MINESOTA, Minneapolis, 2008. • Terry Eagleton, Hyrje në teorinë e letërsisë, Shkodër, 2005. • Rexhep Murtez Shala, Komunikimi modern-Theory, Prishtinë, 2001. • Rexhep Murtez Shala, Teoria e metakomunikimit, Prishtinë, 2005. 	
Laboratory Work			
Computer Usage			
Other			
Learning Outcomes and Competences			
1	To know the student with the basic rules of the art of writing		
2	The student must carry papers with high scientific level (essays, course assignments, work majors)		
3	Encourage critical thinking by appearing in a criminal act of empathy and understanding of its		
Course Evaluation Methods			
In-term studies		Quantity	Percentage
Midterms		1	40
Quizzes		0	0
Projects		0	0
Term Projects		0	0
Laboratory		0	0
Attendance		1	10
Contribution of in-term studies to overall grade			50
Contribution of final examination to overall grade			50
Total			100
ECTS (Allocated Based on Student) Workload			
Activities	Quantity	Duration (hours)	Total Workload (hours)
Course Duration (Including the exam week : 16 x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	14	4	56
Assignments	0	0	0
Midterms	1	10	10
Final examination	1	10	10
Other	0	0	0
Total Work Load			124

Total Work Load / 25 (hours)	4,96
ECTS	5