

Module Title:	Communications and Semiotics
Language of Instruction:	English
Credits:	10
NFQ Level:	7
Module Delivered In	No Programmes
Teaching & Learning Strategies:	Lecture, discussion, group work, analysis and comparison of visual media.
Module Aim:	To introduce the student to the subject of communications and semiotics in order to compliment the learning objective of the course
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Analyse models of communication.
LO2	Understand the limitations of models of communication
LO3	Evaluate key factors in human communication
LO4	Identify key features of different media of interpersonal communication
LO5	Describe and evaluate processes of mediation
LO6	Apply semiotic analysis to a range of communications
LO7	Analyse processes and effects of media convergence
LO8	Analyse the visual presentation of reality.
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Communications

Models of Communication Transmission Model Shannon-Weaver Model Laswell Model Circular Model Osgood & Schramm Gerbner's General Model Maletzke's mass media model Berlo's S-M-C-R model

Semiotics

The sign and the symbol Modality and representation Analysing structures Codes Textual Interactions Intertextuality Syntagmatic analysis Paradigmatic analysis Denotation, Connotation and Myth

Assessment Breakdown	%
Continuous Assessment	20.00%
Project	20.00%
End of Module Formal Examination	60.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	1,500 word essay	6	20.00	n/a

Project				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Project	1,2	20.00	n/a

No Practical

End of Module Formal Examination				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	No Description	3,4,5,7,8	60.00	End-of-Semester

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
Workload Type	Frequency	Average Weekly Learner Workload
Lecture	Every Week	2.00
Total Hours		2.00

