

**BHARATHIAR UNIVERSITY: COIMBATORE 641046**  
**M.PHIL. / Ph.D. –Linguistics (From October 2011 batch onwards)**  
**Paper III- SEMIOTICS**

**Note:** There is no change in the existing papers I, II & III. The newly framed syllabus for the Additional Paper III - **Semiotics** is furnished below.

**Learning Objectives and Outcomes**

**At the conclusion of this course students will:**

- Be able to define “semiotics” and give detailed explanation of its concepts and methods.
- Be able to describe the difference between Saussure and Peirce’s concepts of the sign, and the implications of each.
- Be able define “structuralism” and give detailed explanation of its origins, method and applications.
- Be able to explain the concept of “myth” within structuralism and apply it to contemporary culture.
- Understand the major debates in the application of semiotics to photography, film, and television, as well as the strengths and weaknesses of this approach.
- Undertake substantial research and semiotic analysis of an object of their choosing.

**Unit - I**

Introduction  
 Signs  
 Modality and Representation

**Unit - II**

Paradigms and Syntagms  
 Syntagmatic Analysis  
 Paradigmatic Analysis

**Unit - III**

**Denotation, Connotation and Myth**  
 Rhetorical Tropes  
 Codes  
 Modes of Address

**Unit - IV**

Encoding / Decoding  
 Articulation  
 Intertextuality

**Unit - V**

Criticisms of Semiotic Analysis  
 Strengths of Semiotic Analysis  
 D.I.Y. Semiotic Analysis

**Required Texts**

- Semiotics: The Basics by Daniel Chandler
- Mythologies by Ronald Barthes
- A Course in General Linguistics by Ferdinand de Saussure
- Signs and Meaning in the Cinema by Peter Wollen
- Subculture: The Meaning of Style by Dick Hebdige