

TIS 2-424 *Semiotics, Rhetoric & Culture*

Course Outline

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Course Book: Νίκος Κόντος, *Αναζητώντας το Νήμα της Ερμηνείας* (για τη ρητορική και σημειωτική του μαζικού πολιτισμού), University Press (από το σύστημα πανεπιστημιακών εκδόσεων: *Εύδοξος*).

Also short Corpus available at 'Selini' Print Shop, Melenikou 11.

Week 1: Introduction to Semiotics/Rhetoric

Week 2: Communication theory; signs & meaning; categories of signs; syntagms; Theories of meaning: Ogden & Richards, Saussure, Peirce (pg. 1-12 in Corpus).

Week 3: Motivation of the sign; Codes (pg. 14-24 in Corpus).

Week 4: Signification; denotation/connotation; myth; symbols; metaphor/metonymy (pg. 24-31 in Corpus). Tex Avery's *Symphony of Slang* (see Κόντος, Chapter 7, "Iconology in Animation: Figurative Icons in Tex Avery's *Symphony of Slang*," pg. 225-238).

Week 5: Signification (continued). See Κόντος, «Η αισθητική του κουλ στην ταινία *Pulp.Fiction* του Quentin Tarantino», pg. 165-201.

Week 6: Rhetoric for language analysis (see Κόντος, «Η ρητορική και η ανάλυση του σύγχρονου λόγου», pg. 11-34).

Week 7: Words & images (semiotics in the mass media and tourist advertising). See Κόντος, «Το 'Πνεύμα του Τόπου' της Ελλάδας και η απεικόνισή του μέσω της ρητορικής των διαφημίσεων για διακοπές», pg. 141-163.

Week 8: Figurative language & analysis of Shakespeare's *Julius Caesar* (pg. 33-42 in Corpus). See Κόντος, «Ο ρητορικός λόγος στον Ιούλιο Καίσαρα του William Shakespeare», pg. 34-79.

Week 9: Rhetoric in politics: Speeches by Roosevelt, Kennedy, King, Obama, etc. (pg. 43-64 in Corpus).

Week 10: Semiotics & Rhetoric in advertising. See Κόντος, «Ρητορική και Διαφήμιση», pg. 81-140.

Week 11: Continued

Week 12: Finally, semiotics and rhetoric in popular culture. See Κόντος,

«Η λαϊκή κουλτούρα, η αντικουλτούρα και οι ανεπανάληπτοι Simpsons», pg. 203-224.

Week 13: Review of course material for final exam.

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RHETORIC:

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