



Research Culture Society

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National Level Online Workshop
Media Semiotics:
A course on Cultural
Analysis & Research

15th to 20th June, 2020
Timing: 5:30 to 7:00 PM
As per UGC APA score consideration Guidelines

SEMIOTICS
 The study of signs and explores the relationship between denotational (literal) and connotational (symbolic) levels.

Signs
 A sign is a form of communication that conveys a message. It consists of a signifier (the form) and a signified (the concept). The sign is a relationship between the two.

Denotation (What you see)
Connotation (What you think)

Signifier: A physical entity that can include words, images, or symbols.
Signified: An abstract idea or concept that is associated with the signifier.

Sign: When a signifier and a signified are combined, a sign is created. The relationship between the signifier and the signified is arbitrary. An arbitrary sign has no relation to the concept of a signifier. It is learned through language.

Key Figures: Peirce (1839-1914), Saussure (1907-1916), Barthes (1933-1980).

Who can apply?
Teaching Faculties, Lecturers and Students of M.A., Ph.D., M.Phil, B.A., B.ed., BJM, MJM.
 This is a programme for the people who are interested in the areas of Literature, Linguistics, Philosophy of Language, Media, Film Studies, Art history, Cultural theories. The programme will offer both theoretical and practical exposure in the said areas.

About the Course :
 The course will deal with the Semiotics theories and their applications on Modern-day cultural artefacts which have become part of our day-to-day life. Advertisements, News and Cinema have become important and integral parts of our life and they affect our habits, understanding, and cognition directly and indirectly. The course will enable the learners to look at them critically.

- Objectives :**
- To introduce the fundamental Semiological / Semiotic theories.
 - To enable the learners to apply the Semiotic theories in their academic and non-academic research and understanding.
 - To enable the learners to understand the modern-life through the prism of Semiotics and theories of Signs.
 - To enable the learners to see through the hidden ideology in every Linguistic, Visual, Cultural, and Political message.
 - To enable the learners to use these theories in their academic research and writings.

Learning platform: Google Classroom / Zoom / Cisco Webex.
 Registration Link:
<https://forms.gle/n3AwNDVrrQip5ara9>

Resource Person :
Dr. J. A. H. Khatri, (Ph.D.)
 School of Liberal Studies & Education,
 Navrachana University, Vadodara, Guj, India.

Cont. us : +91 9033767725 (call & whatsapp)

Registration deadline: 14th June, 2020

Registration Fee : Rs. 250 /-
 (Including Course materials & e-certificate)

Mode of payment : Bank Account details will be given to participants through email.

Payment Options:- NEFT / RTGS / UPI , GPay, Paytm, BHIM PhonePe, or any Bank payment app.

Registration From Link & Email:
<https://forms.gle/n3AwNDVrrQip5ara9>
racspevents@gmail.com
 More details available on the website.