



Research Culture Society & Government Arts College Kawant, Gujarat.



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

15th to 20th June, 2020
Timing: 5:00 to 6:30 PM

SEMIOTICS
The study of signs and symbols especially the relations between written and spoken signs and their references to the physical world or people's interpretations.

FERDINAND DE SAUSSURE (1857-1913)
Swiss linguist who's ideas found a theoretical basis for a signifier/signified as the 20th century's most influential use of their ideas in 20th century. He used many models to explain the relation between the signifier and the signified.

CHARLES SANDERS PEIRCE (1839-1914)
An American philosopher, mathematician, logician, and scientist. He is best known for his contributions to logic, philosophy, philosophy of science, philosophy of language, and semiotics.

DENOTATION (What you see)
CONNOTATION (What you think)

Signs
Signifier (The material form of a sign)
Signified (The concept or object that the signifier represents)

Icon (A sign that physically resembles the signified)
Symbol (A sign that has no physical resemblance to the signified)
Index (A sign that is causally connected to the signified)

Paradigm (A set of signs that are related to each other)
Syntagm (A sequence of signs that are related to each other)

SEMIOLOGICAL
HISTORY
SAUSSURE
PEIRCE

SIGNIFIER
A physical entity that can include sounds, images or letters to convey a meaning.

DENOTATION
The action or process of denoting or referring to something by means of a sign.

CONNOTATION
An image or idea that a word evokes or suggests by its use in ordinary language.

SIGNIFIED
An idea or concept that a signifier represents.

ICON
A signifier that physically resembles the signified.

SYMBOL
A signifier that has no physical resemblance to the signified.

INDEX
A signifier that is causally connected to the signified.

SYNTAGM
A sequence of signs that are related to each other.

PARADIGM
A set of signs that are related to each other.

jumped
danced
stood
sat
ran

The cat **on the mat**

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.

Organizing Committee:
Dr. C. M. Patel
 President, Research Culture Society.

Dr. C. B. Rathava
 Principal, Gog.Arts College, Kawant.

Cont. us : +91 9033767725 (call & whatsapp)
Registration deadline: 14th June, 2020
Registration From Link & Email:
<https://forms.gle/n3AwNDVrrQip5ara9>
racspevents@gmail.com
www.researchculturesociety.org

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Official Participants Name

Sr.No.	Full Name
1	Ekata Lahiri
2	Dhwani singh
3	Dr.Praksh Chand Srivastava
4	DR. DINESH KUMAR TIWARI
5	Moumita Sarkar
6	Dr. Manjita Sahay
7	Karishma Bisht
8	Dr.Sadhna
9	Abhimanyu
10	Dr. Aruna Pathak
11	DR. IRAM FATIMA
12	Mahima Benjamin
13	Nancy Katyani
14	Sakshi Gagneja
15	Archana Sharma
16	Aparna Jith
17	Bhartendu Mishra
18	Mousumi Ghorai
19	Dr. Ruchi Tomar
20	Mamta
21	Sruthy Francis M.
22	NRUSINGH BEHERA
23	Rukhsana Shawl
24	Dr. Shabina
25	Anoj kumar
26	Archana Sharma
27	Joanna D'Vaz
28	Dr. Juhi P. Pathak
29	Dhammaratna Shriram Jawale
30	Bijuli Rajiyung
31	Avirup Mukherjee
32	Dr. Poonam Devi
33	Sakshi kadian
34	Dr. Mamta Sagar
35	Monalisa Chakraborty
36	Dr. Anila Pawar
37	Dr. Lalita Pandey
38	Kriti Singh
39	Preethi Sara Joseph
40	VANMATHI P.
41	R.Rama Prabha
42	N. SUMAN SHELLY
43	REKHA MANI BARUAH

44	Gururaj S. Barki
45	DIKSHA VERMA
46	Prateeti Rajjak
47	VARSHA SAHEBRAO AHER
48	Shailendra Khandelwal
49	Gautam Kumar
50	Dr. Lopamudra Bhattacharjee
51	Nitesh Rajpurohit
52	M.THIVYA BHARATHI
53	DR. SAIRAM PATRO
54	JAYALAXMI F.PATIL
55	SATHEESAN S.
56	VIJAY SHREE
57	GITANJALI ROY
58	SIMARBIR KAUR
59	Raja Pravina V. R.
60	Susanna Correya
61	PARVEEN KUMARI
62	Shahid Rasool Shera
63	SHAHRUKH KHAN
64	MRS.SHARDA CHOUDHARY
65	NUTAN SARKAR
66	ASWATHY S.R
67	DR. SUCHITA MISHRA
68	DEBSMITA SARKAR
69	DR. REKHA VERMA
70	GIRISH N.
71	Dr. Bhargavi D Hemmige
72	Pooja Duggal
73	Jaspreet Kaur
74	M. ILAYA KANMANI NANMOZHI
75	Dr.Ghansham Dnyaneshwar Jadhav
76	SAGUN DOGRA
77	SONAMPREET KAHLON
78	DR. VANDANA SINGH
79	Renu
80	Dr.Anuradha Navinchandra Patel
81	Nisha Sharma
82	Dr. SHALINI SRIVASTAVA
83	JYOTISH DUTTA
84	Dr.Pratibha Sharma
85	Hilal Ahmad Kumar
86	DR. MD SHAHAB UDDIN
87	Dr. Sagarika Dash

88	Dr. Shalini Garg
89	Mr. Viralkumar Pankajkumar Raval
90	DR. SUMAN ACHARJEE
91	Baljinder Kaur
92	Dr. Paromita Das
93	NILMONI SAHA ROY
94	Qazi Sheeraz Arif
95	Dr. SONAL NAGINBHAI PATEL
96	DR. SHEETAL JAIN
97	CHANDANA SAHU
98	DR. KIRANDEEP KAUR
99	Dr. Aparna Ajith
100	JYOTHIRMAYEE KOOKATLA
101	Dr. vandana Tiwari
102	Chetna Sharma
103	Karunashree V. S.
104	MUSKAN
105	SHIVANI SHARMA
106	HUMAIRA SHOWKAT
107	Dr. Jayeeta Ray
108	Dr.C. K.UMA DEVI
109	DR.ROMINA RASHID
110	Deepak Kumar Das
111	Rajasee Mukherjee
112	Rupali Chaudhary
113	DR.Sanjay kumar
114	KORE KOTESWARA RAO
115	PRERNA TOLANI
116	APARNA K.
117	SANTOSH SUMAN
118	ROSEMARIA REGY MATHEW
119	Dr. Tanushri

120	ANNA JUHI JOHN
121	Rajat Abhinav
122	JINU K VARGHESE
123	ISHITA SHARMA
124	Vikas Chaubey
125	GEETIKA
126	Malaika Joshi Mehta
127	Satyabrata Das
128	ARUN SHARMA
129	Dr. Neha Tiwari
130	DR. SHAZIA SHAFIQ
131	Dr. Sharad R Kulkarni
132	P. Prayer Elmo Raj
133	Karthigapooja B.
134	Muhammad Ali Jinnah Thalha
135	Dr. Shaheena Rasool
136	Dr.SABINA RASOOL
137	Durga K.
138	JYOTSNA HALDER
139	Swati Tyagi
140	Sunil Kumar
141	Chirag M. Patel
142	Ajay Lalabhai Makawana
143	Dr.C . B. Rathava
144	Dr. C. M. Patel
145	Dr. J. A. H. Khatri
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