



COLLEGE

UNIVERSITY OF TORONTO - VICTORIA

2015 FALL

VIC325H1F - Media Semiotics
VC212; M 2-4

INSTRUCTOR:

Professor L. Willett

CONTACT INFORMATION:

l.willett@utoronto.ca

OFFICE HOURS:

M 4-5 and by appointment / NFH 212

COURSE WEBSITE:

<https://portal.utoronto.ca>

Accessibility Needs (www.accessibility.utoronto.ca)

If you require accommodations for a disability, or have any accessibility concerns about the course, the classroom or course materials, please contact Accessibility Services as soon as possible.

COURSE DESCRIPTION

This course will deal with media semiotics, both in the traditional sense of **the study of meanings in all media (from print to digital)** and in **how new digital media are changing the nature of signification and communication**. The course will look at the usage of semiotics to study how meaning is negotiated in interactive (*emergent*) media **versus** the older and still extant one-way (*legacy*) **media (print and radio**, for example). The course will utilize actual media materials (*comic books, television programs, text messages*, and so on) on which semiotic analysis can be conducted.

Prerequisite: [VIC220Y1/VIC223Y1](#)

REQUIRED READINGS

A course reader is available for purchase from the Old Vic Print Room (basement level). Additional reading will be indicated on the website and/or distributed in class.

COURSE WORK AND GRADING

Assessment Tool	Grading Weight	Due Date(s)
3 term tests	65% (20% + 20% + 25%)	OCT. 5; NOV.2; DEC. 7
Online Journal	20%	Ongoing
Verbal participation	15%	Ongoing

The Journal is your online participation. You will be asked to respond briefly (1-2 paragraphs) to a number of tasks over the course of the term: approach proposals, analyses of discussion topics, synopses of reading assignments. These assignments are not individually marked.

Assignments

Assignments are due **online only** (in your Journal) by the date and time specified on the course website. Late assignments will be accepted after the due date but noted as late.

If there are extenuating circumstances (illness, death in family) that prevent you from completing an assignment on-time you must email the instructor as soon as possible, preferably BEFORE the deadline. Requests for extensions will be granted if there are legitimate medical or compassionate grounds only. Documentation (such as the official UofT medical form, which can be found here: www.illnessverification.utoronto.ca) must be submitted.

Term Tests

Students who miss a term test must contact the professor as soon as possible but no later than 1 week from the date of the test. As a matter of fairness to all students, you will be required to provide proper documentation.

Participation

Participation marks are awarded for active attention and constructive class interaction, for clear evidence of familiarity with assigned readings, and for focused attention and participation in the seminar and assignments. Your participation grade will be based on reasoned, thoughtful and informed contributions to this course. Both your verbal and written (online) participation are unmarked but noted globally over the course of the term.

Academic Misconduct (<http://uoft.me/CodeofBehaviour>)

The University of Toronto's Code of Behaviour on Academic Matters outlines the behaviours that constitute academic misconduct, the processes for addressing academic offences, and the penalties that may be imposed. You are expected to be familiar with the contents of this document. **Teaching Assistants and Instructors are required to report any instance of suspected academic dishonesty to the Program Office.**

Potential offences include, but are not limited to:

In papers and assignments:

- Using someone else's ideas or words without appropriate acknowledgement.
- Submitting your own work in more than one course without the permission of the instructor.
- Making up sources or facts.
- Obtaining or providing unauthorized assistance on any assignment (this includes working in groups on assignments that are supposed to be individual work).

On tests and exams:

- Using or possessing any unauthorized aid, including a cell phone.
- Looking at someone else's answers.
- Letting someone else look at your answers.
- Misrepresenting your identity.
- Submitting an altered test for re-grading.

Misrepresentation:

- Falsifying or altering any documentation required by the University, including (but not limited to) doctor's notes.
- Falsifying institutional documents or grades.

If you have any questions about what is or is not permitted in this course, please do not hesitate to contact me. If you have questions about appropriate research and citation methods, you are expected to seek out additional information from me or other available campus resources like the College Writing Centers

www.writing.utoronto.ca/writing-centres/centres/arts-and-science , the Academic Success Centre
www.asc.utoronto.ca , or the U of T Writing Website www.writing.utoronto.ca.

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WEEKLY SCHEDULE

WEEK OF	TOPIC
Sep 14	Intro. and first analysis: PRINT/POEM
Sep 21	PRINT/hybrid – ILLUSTRATED BOOK
Sep 28	MAPS; COMICS (1)
Oct 5	COMICS (2); term test 1 (20%)
Oct 12	Thanksgiving – No Class on October 12 th
Oct 19	TV NEWS
Oct 26	TV FICTIONS
Nov 2	SELF-CURATION (1): SOCIAL MEDIA; term test 2 (20%)
Nov 9	November Break - No Class on November 9 th and November 10 th

Note: November 8th is the last day to withdraw without academic penalty.

Nov 16	SELF-CURATION (2): PAINTING & PHOTOGRAPHY
Nov 23	MUSIC
Nov 30	ONLINE RELATIONS; TEXTING
Dec 7	term test 3 (25%)

NOTE: December 8th 2015 is the last day to request LWD from F section code courses. See your Registrar's Office for details.