Syllabus

Semiotics of Writing - 10819

Last update 08-10-2015

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: school of language sciences

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Prof Orly Goldwasser

Coordinator Email: orly.goldwasser@gmail.com

Coordinator Office Hours:

Teaching Staff:
Prof Orly Goldwasser
Course/Module description:
The main question that the class will deal with is what information writing systems conveys to us and in what way.

In the heart of the discussion will be the semiotic differences between iconic writing systems and ones that are not iconic.
The semiotic processes that are part of reading the Ancient Egyptian script (Hieroglyphs), will be dealt with, in comparison to reading process of non and semi iconic writing systems.
The other scripts that will be discussed are Sumerian, Anatolian Hieroglyphs and Chinese. The invention of the alphabet through Egyptian hieroglyphs will also be presented.

The tool set will be the semiotic theories of de Saussure, Eco, Pierce and their followers.

The status of the modern Emoji will also be analyzed.

Course/Module aims:
With the "return of the icon" to modern media, pictorial messages that are meant to present utterances are becoming again a central part in human communication.
This class will allow students to know how a picture can convey a linguistic meaning, and what are its benefits and drawbacks.
All the processes that are part of modern systems already went through a long experiment in the "laboratory" of the Egyptian hieroglyphic script.
The students will also understand the sources of the alphabet and origins of other scripts around the world.

Learning outcomes - On successful completion of this module, students should be able to:
Obtain semiotic tools to analyze script and pictures and knowledge about how to make use of them.

Achieve insights about the "return of the icon" in nowadays, and the possibilities this time hold, through the use and construction of modern icons.

Attendance requirements(%):
100
Teaching arrangement and method of instruction: Frontal lectures

Course/Module Content:
- The semiotics of script.
- Semiotic theories.

Ancient Egyptian - The Egyptian hieroglyphic script and cursive variations

Iconicity in Cuneiform?

The late birth and death of Anatolian Hieroglyphs

The invention of the Alphabet. The development of the Semitic alphabet. The loss of iconicity in the alphabetic script.

Other world - the Chinese script - hidden Iconicity?

The return of the icon - Emoji and commercials.

Required Reading:


Additional Reading Material:


Course/Module evaluation:
End of year written/oral examination 0 %
Presentation 0 %
Participation in Tutorials 0 %
Project work 100 %
Assignments 0 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 0 %

Additional information: