

АННОТАЦИЯ РАБОЧЕЙ ПРОГРАММЫ ДИСЦИПЛИНЫ

ОСНОВЫ СЕМИОТИКИ

(НАИМЕНОВАНИЕ ДИСЦИПЛИНЫ)

Направление подготовки (специальность)	44.04.01 Педагогическое образование
Направленность (профиль) подготовки	Иностранные языки и межкультурная коммуникация (на английском языке)
Цель освоения дисциплины	изучение общих сведений о семиотике как науке о знаках и знаковых системах, о содержании и структуре знаковых систем в процессе человеческой коммуникации, в том числе в условиях межкультурного взаимодействия.
Общая трудоемкость дисциплины	4 зачетные единицы, 144 часа
Форма промежуточной аттестации	экзамен
Краткое содержание дисциплины:	<p>Communication as a sign system. Communication in nature and technology. Semiosis as the systems of social interaction. semiotics and culture. Semiotics of rituals, music, dance, clothing etc. Artefacts as cultural signs. Cultural values.</p> <p>Signs and things. Naming things. The arbitrariness of the sign as the first principle of semiology, the conventionality and intentionality of signs. Saussure's model of the sign. Peirce's Concept of Sign. Peirce's semiotic triangle. The relations between signs. Symbolic mode. Iconic mode. Indexical mode.</p> <p>Three interrelated dimensions of signs and sign-using --- the syntactic, the semantic, and the pragmatic. Word meaning. Sentence meaning. Syntax as the sequencing of language elements in time; semantics as the selection from among the contrasting elements of a given syntactic and/or pragmatic type ranging from the atoms to the molecules of language structure; Pragmatics as the dynamic interaction between the speaker's knowledge of the world.</p> <p>Verbal sign systems. The first writing systems. Writing materials. Pictograms. Egyptian hieroglyphics, Ideographs in Chinese Logographs in Chinese Mayan script Cuneiform from Ancient Mesopotamia - a syllabary system. Phoenician alphabet. The Greek alphabet. Diacritics or markings. Latin script . Writing during the Middle Ages. Writing in the Renaissance and the modern era.</p>

	<p>Non-verbal sign systems. The cultural specificity of non-verbal communication. Non-verbal communication elements. Kinesics Gestures. Facial expression. Oculistics. Posture. Different types of gait. The manner of dressing. Haptics. Types of handshakes. Sensory elements. Paralinguistic elements of communication. Proxemics. Chronemics.</p> <p>Cultural Perspective in Semiotics Semiotic approach to culture. Interpretation and Culture. Textual semiotics. Dimensions of semiotic analysis. Multimodal texts and communicative events. Cultural myths.</p> <p>Semiotics in intercultural conflict. Acculturation as the mastering of another culture. Four main strategies of acculturation. The types of acculturation outcomes for an individual. Nonassertive, assertive, aggressive communication approaches. The theory of co-cultural communication.</p> <p>Cultural shock as semiosis conflict. Common symptoms of cultural shock. Factors influencing culture shock. The U model of the culture shock by Lysgaard. The W model of the culture shock by Gullahorn & Gullahorn. Bennet's developmental model of intercultural sensitivity (DMIS).</p> <p>Intercultural conflict management. A dialogic approach to intercultural conflict management. The development of interculturality. Conflict face- negotiation theory. Rethinking cultural identity in the context of globalization. The discursive construction of identities and conflict management strategies. Conflicts in an international business context. Intercultural challenges in multinational corporations.</p>
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Аннотацию рабочей программы составил Чикина Е.Е., доцент кафедры ВИЯиМОИЯ 