

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



MASTER SYLLABUS

**COURSE NUMBER – COURSE NAME
GMMD 317 – Culture and Communication**

Created by: Christopher Sweeney

Updated by: Christopher Sweeney

Canino School of Engineering Technology

Department: Decision and Graphic Media Systems

Semester/Year: Fall 2018

A. **TITLE:** Culture and Communication

B. **COURSE NUMBER:** GMMD 317

C. **CREDIT HOURS:** (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

Credit Hours: 3

Lecture Hours: 3 per week

Lab Hours: per week

Other: per week

Course Length: 15 Weeks

D. **WRITING INTENSIVE COURSE:** Yes No

E. **GER CATEGORY:** None: Yes: GER
If course satisfies more than one: GER

F. **SEMESTER(S) OFFERED:** Fall Spring Fall & Spring

G. **COURSE DESCRIPTION:**

This course provides students with tools to analyze communication resources. The course emphasizes the use of multimodal communication in contemporary popular culture, and considers resources ranging from photography, film, television, music, fashion and subcultures. Students develop detailed analysis of cultural resources through methods derived from semiotics and communication studies.

H. **PRE-REQUISITES:** None Yes If yes, list below:

ENGL 101 Expository Writing or ENGL 102 Oral and Written Expression; GMMD 101 Intro to Media Studies and at least 30 credit hours or permission of the instructor.

CO-REQUISITES: None Yes If yes, list below:

I. STUDENT LEARNING OUTCOMES: (see key below)

By the end of this course, the student will be able to:

<u>Course Student Learning Outcome</u> <u>[SLO]</u>	<u>Program Student Learning Outcome</u> <u>[PSLO]</u>	<u>GER</u> <i>[If Applicable]</i>	<u>ISLO & SUBSETS</u>	
define semiotics and give detailed explanation of its concepts and methods	Content Knowledge		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
explain the concept of ideology and apply it to contemporary culture	Interpretation		2-Crit Think ISLO ISLO	IA Subsets Subsets Subsets
critically evaluate how ideas from semiotics and communication studies may be used in the analysis and interpretation of multimodal texts	Interpretation		2-Crit Think ISLO ISLO	CA Subsets Subsets Subsets
analyze works of design through semiotic frameworks	Interpretation		2-Crit Think ISLO ISLO	CA Subsets Subsets Subsets
classify existing products with respect to their meanings in a broader system of objects	Interpretation		2-Crit Think ISLO ISLO	CA Subsets Subsets Subsets
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KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

*Include program objectives if applicable. Please consult with Program Coordinator

J. **APPLIED LEARNING COMPONENT:** Yes No

If YES, select one or more of the following categories:

- | | |
|---|--|
| <input type="checkbox"/> Classroom/Lab | <input type="checkbox"/> Civic Engagement |
| <input type="checkbox"/> Internship | <input type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement | <input type="checkbox"/> Research |
| <input type="checkbox"/> Practicum | <input type="checkbox"/> Entrepreneurship |
| <input type="checkbox"/> Service Learning | (program, class, project) |
| <input type="checkbox"/> Community Service | |

K. **TEXTS:**

Theo Van Leeuwen. (2004). Introducing Social Semiotics. New York: Routledge

L. **REFERENCES:**

Roland Barthes. (1978). Image Music Text. New York: Hill and Wang

M. **EQUIPMENT:** None Needed: Technology enhanced classroom/VR headsets

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

1. In-class exercises
2. Projects
3. Participation
4. Formal essay

P. **DETAILED COURSE OUTLINE:**

- I. Semiotics
 - a. sign
 - b. paradigm
 - c. syntagm
 - d. redundancy
 - e. entropy
 - f. code
 - g. denotation
 - h. connotation
 - i. myth
 - j. metaphor
 - k. metonymy
 - l. ideology
 - m. representation
 - n. kitsch
 - o. encoding / decoding

p. taste

II. Communication Theory

a. Hall

b. Bahktin

c. Shannon

d. Habermas

e. Foucault

f. McLuhan

g. Lyotard

h. Bourdieu

I. Baudrillard

j. Derrida

k. Barthes

l. de Saussure

Q. **LABORATORY OUTLINE:** None Yes