

The first international PhD programme in Semiotics

# **SEMKNOW**

**Doctoral Studies in Semiotics for a Knowledge and  
Value Based Society**

## **Study Guide**

University of Lapland  
New Bulgarian University  
University of Tartu  
University of Torino

2012

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Welcome to SEMKNOW's Study Guide, the first international PhD programme in semiotics offered jointly by universities in Finland, Bulgaria, Estonia and Italy. Here you find information about SEMKNOW's study programme, admissions and requirements and what you can expect to study as a SEMKNOW student. The study guide opens with a brief explanation of SEMKNOW, this is followed by a practical step by step guide explaining the main choices to be made and requirements fulfilled for graduating the programme.

**REMEMBER** SEMKNOW's international doctorate programme is open to students from various academic fields and professional backgrounds. Prior experience or knowledge in semiotics is not an issue. SEMKNOW partner universities offer a preparatory module in semiotics which includes distance/online learning courses. This innovative feature of SEMKNOW allows you to introduce yourself to semiotics and its topics as well as help you realize the opportunities made available by the PhD programme – see **Study Programme** and **Preparatory Module** for more information.

# WHAT IS SEMKNOW?

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**The European Mind: Doctoral studies in Semiotics for a knowledge and value based society (SEMKNOW)** is the first international doctoral program in semiotics. It is an international study programme that offers students flexibility, experience and some of the finest experts, instructors and centers for semiotic studies in all of Europe. Currently, four universities in Finland, Bulgaria, Estonia and Italy offer the SEMKNOW PhD programme.

SEMKNOW is meant to form the next generation of semioticians, providing them with the best training European and international semiotics can currently offer. Students without experience or degrees in Semiotics are encouraged to apply.

Interdisciplinarity is one benefit SEMKNOW aims to provide during the course of studies.

On graduation SEMKNOW doctoral candidate receives the degree of **Doctor of Philosophy (doctor philosophiae, PhD)** in semiotics (the field can vary locally) and on the basis of studies in two partner universities a **joint diploma** or double diploma (if applicable).

Efforts are done to ensure that student's study plans and expectations are met during the doctoral programme. All courses use the ECTS credit system and the main language of instruction is English. Supervisors at home and host universities coordinate with students and each other to ensure high levels of quality and effectiveness. As a student you can expect nothing but the best and a great deal of support throughout the semiotics network during the SEMKNOW PhD programme.

# SEMKNOW STUDY STRUCTURE

At its core, SEMKNOW consists of three study modules followed by the research and dissertation element befitting a PhD programme.

- Introductory Module for students from other background: **30 ECTS\***
- General Semiotic Module: **30 ECTS**
- Specialized Semiotic Module: **30 ECTS**

In addition, the curriculum includes studies of transferable skills prescribed locally, teaching practice and research resulting in dissertation. Due to national legislation, the total extent of the programme is either 180 ECTS (3 years) in Bulgaria and Italy or 240 ECTS (4 years) in Estonia and Finland – the difference being allocated to the research workload.

\*Or the equivalent study attainment where the ECTS system is not adopted.

- Studies in SEMKNOW **Introductory module** are offered to students new to the field of semiotics. Students from a different academic or professional background are welcome to apply. This module can be followed in addition to the PhD programme as a preparation for applying for the PhD programme and also as an independent study and training module for any student in universities.
- Semiotics is primarily an academic field, yet its relevance and importance in today's globalized world require a mixture of academic and professional expertise. Therefore, **general studies** are offered that involve traditional theories, practices and schools of semiotics along with courses in applied Semiotics and research.
- **Specialization studies** combined with student exchanges at partner universities allow SEMKNOW students to gain insight into various academic traditions, areas of semiotic studies, including art, socio-economic relations, culture and communication. Each partner university is offering its field of best expertise (e.g. sociosemiotics in New Bulgarian University, arts in University of Lapland, semiotics of culture in Tartu, media and communication in Torino). Each student is locally affiliated and follows the programme as specified in one's university.
- **Research component**  
SEMKNOW PhD students integrate their academic studies towards labor markets via research projects outside universities. Each PhD research project is conducted in the private or in the public sphere, in real working conditions. Partners of the program are institutions and companies, specialized in the production and distribution of knowledge.
- **Mobility component**  
Every student of SEMKNOW should **spend at least one semester in one of the partner universities**. The module abroad could be composed of various study or research activities, not less than 30 ECTS. The content of the module abroad is planned in advance with individual *study and research plan*, approved by the hosting university. Also semiotic academic events (including summer schools) are integral part of the study programme and are evaluated together with other activities.
- **Evaluation, dissertation, defence and degree**  
While the **evaluation** of students work is following local rules, the supervisor or contact person in the host university gives for the annual evaluation his/her opinion on students

semester abroad. Involving partner universities and institutions through **cotutelle** is highly recommended, as well as the inclusion of specialists from partners to final and annual evaluation commissions.

The **dissertation** in SEMKNOW programme should be written in English. Doctoral studies end with a public defence of the dissertation in front of the defence council that involves internationally recognised researcher(s) of the relevant speciality as an external member (from partner universities if applicable).

On graduation doctoral candidate receives the degree of **Doctor of Philosophy (*doctor philosophiae*, PhD)** and a diploma supplement of SEMKNOW programme. The programme supports and encourages the *cotutelle* arrangements and issuing a double diploma respectively.

# PRACTICAL GUIDELINES FOR TAKING UP SEMKNOW PROGRAMME IN SEMIOTICS

SEMKNOW is a programme of international studies in semiotics working in cooperation of four universities and private and public partners. It offers a variety of options for studies and non-academic partners providing research placements. Below you can find the most essential guidelines for going through the programme.

## In which university should I be initially enrolled in?

Participating universities have each their own fields of highest competence and also variety in practicalities, for example the language of general working environment, scholarship opportunities, legislative context and geographical location. Below you can find a very brief introduction to each partner university with suggestions for further inquiries. Here are some points to consider:

- 1) please see brief introductions of four universities and contact a potential supervisor or the local SEMKNOW contact person (see page 11-14);
- 2) take into account your main field of interest and the best way to realize it – either having the competence in your future home university or through mobility, and additional tutoring;
- 3) pay attention to the ways to organize a research placement outside university – either through your home university, tutor in the university for your mobility period or by other personal arrangements.

## What do I need to do for applying for the studies?

Applying for studies in SEMKNOW programme you are expected to have a good command of English, a Master degree in any field of studies, some general knowledge of semiotics (this can be developed with the help of our introductory module) and most of all the motivation to carry out research for innovative applications of semiotics.

For more detailed applying procedures, please consult the applying section of this Study Guide (page 15-17) and SEMKNOW local webpages:

**at University of Lapland:**

<http://www.semknow.eu>

**at New Bulgarian University:**

[http://ecatalog.nbu.bg/default.asp?V\\_Year=2012&PageShow=programpresent&P\\_Menu=generalinfo&Fac\\_ID=4&M\\_PHD=1&P\\_ID=2294&TabIndex=1&P\\_Name=The European Mind: Doctoral studies in Semiotics for a knowledge and value based society \(SEMKNOW\)](http://ecatalog.nbu.bg/default.asp?V_Year=2012&PageShow=programpresent&P_Menu=generalinfo&Fac_ID=4&M_PHD=1&P_ID=2294&TabIndex=1&P_Name=The European Mind: Doctoral studies in Semiotics for a knowledge and value based society (SEMKNOW))

**at University of Tartu:**

<http://www.ut.ee/SOSE/studies/semknow.html>

**at university of Torino:**

<http://www.circe.unito.it>

<http://www.lexia.to.it>

You are always welcome to e-mail or call local contact persons as well as potential supervisors and visit us in universities.

Being ready to apply for admission, you also need to write a plan of your studies and research in SEMKNOW programme. This planning is assisted by your provisional supervisor as well as people from the university where you plan to go for mobility and from the organization where you plan to do your research. The plan should outline the courses to be followed during studies, mobility placement and of course the detailed plan of the content and also practical organisation of research.

## What is my main field of specialization?

In SEMKNOW each partner university is offering you specialisation in its field of best expertise – **socisemiotics** in New Bulgarian University, **arts** in University of Lapland, **semiotics of culture** in Tartu, **media and communication** in Torino.

The specialisation is always planned together with the student and supervisor(s). You can follow the specialisation either in your home university or during mobility period at the partner university that has the best support for your needs. Naturally, the specialization should give the basis for carrying out your research.

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The specialization in **Sofia (New Bulgarian University)** is focused on **sociosemiotics**. During specialization the student is introduced to the methods of professional application of semiotics in the domain of the social relations in the context of the knowledge and value based society, the relation between information, knowledge and quality of life, in the study of the consumer culture, advertising and contemporary lifestyles. Specialization module at NBU makes the student acquainted with the most affirmed and working semiotic and interdisciplinary methods, placing the research in real extra university conditions in institutions and companies engaged in the creation and the propagation of knowledge useful for the social inclusion and the higher standards of living. (See the 'Specialization in sociosemiotics', at pages 28-29)

Specialization in University of **Lapland** is focused on **arts and design**, including ways for innovation in **service design**. SEMKNOW Specialization module is designed for students who seek for the profound semiotics knowledge pool in the interdisciplinary aspects of semiotics: tourism, art, culture, sociology, history, philosophy etc. (see 'Specialization module in semiotics of arts', at pages 26-27)

The main field of specialisation of SEMKNOW programme in **Tartu** is in **semiotics of culture**. The specialization can also involve connections to other fields with high expertise in Tartu, like **sociocemiotics** and **biosemiotics**. The specialization is always planned individually and can include activities like research, seminars, lectures, consultations, conference participation, publishing etc. The preliminary outline of specialization module in semiotics of culture is used as the basis for individual planning (see 'Specialization module in semiotics of culture' at pages 30-31).

The specialisation in **Torino** focuses on **media and communication** (but it includes seminars and other activities on several subjects and fields) and it is developed with the collaboration of CIRCe, Interdepartmental Centre for Research on Communication.

The aim of the research work of PhD students is to deepen their knowledge on communication in a semiotic perspective. The specialisation is planned individually with some colloquia between the student and his/her Italian tutor and it can include activities



as research, seminars, courses, lectures, tutoring, conference papers, articles, research reports, etc. (see 'Specialization module in semiotics of communication' at page 32).

## Where shall I carry out my research?

SEMKNOW PhD students integrate their academic studies towards labour markets via **research projects outside universities**. Each PhD research project is conducted in the private or in the public sphere, in real working conditions. Partners of the program are institutions and companies, specialized in the production and distribution of knowledge, for example, marketing companies, multimedia production, museums, think tanks.

## What courses should I take during my studies?

The exact courses are generally prescribed in your study programme consisting of general semiotics module, specialization and research (and the optional introductory module). However, there might be annual changes or adjustments. Thus, be sure to consult with your local contact person and supervisor. As at least part of your courses can also be taken during mobility period; the exact plan should be specified by you, your supervisor and your host supervisor at the university where you are going for mobility.

You can find below more detailed explications about introductory module, general semiotics module and specialization module (respectively from page 18, 23 and 25).

Your studies during the mobility period should be in local specialization module or general semiotics module; more details and practical information can be found in SEMKNOW Student Guide for Mobility.

## Where should I go for the mobility and when?

Every student of SEMKNOW should **spend at least one semester in one of the partner universities**. The module abroad could be composed of various study or research activities, no less than 30 ECTS. The semester of mobility is suggested to take place during the first or second year of studies. The content of the module abroad is determined in advance with individual *study and research plan*, approved by the hosting university. In the host university a tutor will be appointed to the student. Tutor and student work together to plan the studies, realise the plan and in the end of the term the tutor gives a written evaluation report to be taken into account at annual attestation in home university. If the co-tutelle agreement is arranged, the mobility and respective tutoring can be the basis for applying for a double degree of two universities.

In addition to the mobility semester, partner universities are regularly organising international semiotic academic events (including summer schools) that integral part of the study programme and are evaluated together with other activities. These include:

- Early Fall School of Semiotics in Sozopol;
- ISI Summer School in Imatra;
- Tartu Semiotics Summer School;
- Torino Semiotics Summer School.

Please consult SEMKNOW Student Guide for Mobility for further information on options, requirements and practical information about the mobility.

## What should I do for the degree?

For obtaining a doctoral degree from your home university you should accomplish the study programme, publish scientific articles on your research in internationally recognized journals of the field, write doctoral thesis and present it for defence.

The **dissertation** in SEMKNOW programme should be written in English. PhD studies end with a public defence of the dissertation in front of the defence council that involves one or more internationally recognised researchers of the relevant speciality as external members (from partner universities if applicable). On graduation doctoral candidate receives the degree of **Doctor of Philosophy** (*doctor philosophiae*, **PhD**) and a diploma supplement of SEMKNOW programme. The programme supports and encourages the *cotutelle* arrangements and issuing a double diploma respectively.

## How can I finance my studies?

Financing the studies is largely depending on the university you will be enrolled in.

### In University of Lapland

Currently, educational services at the University of Lapland are free of charge. Thus, students have to ensure that they have sufficient resources for living in Finland and to cover mobility (SEMKNOW programme foresees at least one mobility period in the length of one semester). Council of Finnish Foundations maintains a complete list of all Finnish Foundations which award grants to students at doctoral and post-doctoral levels for studies and mobility. The web page can be found at <http://www.saatiopalvelu.fi/en>

### In New Bulgarian University

Studies in the New Bulgarian University are charged with a study fee, approx. 850 euro for a semester. However, the mobility period is not charged (mobility plan has to be specified in study and research plan during the admission to SEMKNOW programme). Tuition fee is not applied for students incoming for mobility period from other universities with Erasmus exchange programme.

There are various opportunities for grants and scholarships for EU citizens; the description is available at (in Bulgarian): <http://nbu.bg/index.php?l=2919>

### In University of Tartu:

All PhD studies at all faculties of the University of Tartu are free of charge.

Every faculty and programme has a number of PhD study placements financed by the Estonian Government providing a monthly stipend of ca 383 EUR/month for the PhD student who is admitted to the state-financed study place.

### In University of Torino

All PhD studies at all faculties of University of Torino are free of charge.

Every faculty and programme has a number of PhD study placements financed by the Italian Ministry of Research, which provides a monthly scholarship of ca 1030 EUR for the PhD student who is admitted to the University-financed study place.

Additional funding options for your mobility period are also available; please consult SEMKNOW Student Guide for Mobility for further details as well as ask your home and host universities for specific offers.

# UNIVERSITIES PARTICIPATING IN SEMKNOW



## UNIVERSITY OF LAPLAND ([www.ulapland.fi](http://www.ulapland.fi))

The University of Lapland offers the possibility to study in an inclusive international learning environment within the faculties of Art and Design, Education, Tourism and Business, Social Sciences, and Law. It is the only university in Finland where you can study Tourism as a major subject, and the Faculty of Art and Design is one of only two in Finland that offers courses in art education, audiovisual media culture, music, graphic design, industrial design, and textile and clothing design.

The annual semiotic congresses and seminars organised by the ISI at Imatra constitute an internationally recognized educational forum in Finland since 1988.

Reference person for SEMKNOW programme in the University of Lapland:

**Prof. Minna Uotila Ed.D.,**

Professor of Design Research, Faculty of Arts and Design, University of Lapland, Docent (Adjunct Professor) at Aalto University and the University of Helsinki. University of Lapland (Main Building), Yliopistonkatu 8, 96300 ROVANIEMI  
[minna.uotila@ulapland.fi](mailto:minna.uotila@ulapland.fi)

Practical information:

International Relations Office

University of Lapland, Yliopistonkatu 8, Main Building, E-Wing, 1. Floor.

E-mail: [international.relations@ulapland.fi](mailto:international.relations@ulapland.fi)

Office Fax: +358 16 362 941

[http://www.ulapland.fi/InEnglish/Units/International\\_Relations/Contact\\_Information.iw3](http://www.ulapland.fi/InEnglish/Units/International_Relations/Contact_Information.iw3)

[http://www.ulapland.fi/InEnglish/Studies/General\\_Study\\_Information/Online\\_Guides\\_and\\_Guidebooks.iw3](http://www.ulapland.fi/InEnglish/Studies/General_Study_Information/Online_Guides_and_Guidebooks.iw3)

A list of potential tutors in the University of Lapland

**Eero Tarasti** – holder of a Chair at Lapland University in Semiotics Research. Professor of Department of Musicology in Helsinki University, director of International Semiotics Institute. Prof. Tarasti is an internationally active member of the semiotic community, topical expert with a prominent name in semiotics. Prof Tarasti is the current Head of International Semiotics Association.

**Minna Uotila** – Ed.D., Professor of Design Research, Faculty of Arts and Design, Docent (Adjunct Professor) at Aalto University and the University of Helsinki

**Suvi Ronkainen** – Director of Graduate School. Professor in Research Methodology, Faculty of Social Sciences

**Prof. Riita Brusila** – (DSocSc, M.A.) Department of Media Studies, Faculty of Art and Design, Specialisation: graphic design, image and typography research, audiovisual media culture and graphic design

**Soile Veijola** – Professor of Cultural Studies of Tourism, Faculty of Social Sciences. Specialisation: cultural studies and sociology of tourism, narrative and semiotic analysis, tourism as work, tourist villages of the future

**Anu Valtonen** – Professor of Marketing, Faculty of Social Sciences. Experience in Creative Knowledge Industries. Specialisation: cultural and critical approaches to consumption, marketing and tourism.

**Jane Autto** – D. Soc. Sc., Lecturer in Sociology, Faculty of Social Sciences. Specialisation: cultural approaches to welfare state, citizenship and political agency, semiotic analysis

**Satu Miettinen** – Professor of Art and Design, Faculty of Art and Design. Research interests: co-creation, collaborative design, design for social innovation

## NEW BULGARIAN UNIVERSITY ([www.nbu.bg](http://www.nbu.bg))

The New Bulgarian University (est.1991) determines its academic profile in the sphere of human sciences and humanities, natural sciences and new technologies, and arts.

Since 1991 there have been semiotic courses in various programmes at the university. From 1995 onwards NBU has been organizing the annual international Early Fall School in Semiotics (EFSS) with more than 100 world-wide participants.

Reference person for SEMKNOW programme in New Bulgarian University:

**Prof. Kristian Bankov**

Vice-rector for International Affairs and Public Relations and Head of the Southeast European Center for Semiotic Studies at New Bulgarian University

Tel: +359 2 8110126

[kbankov@nbu.bg](mailto:kbankov@nbu.bg)

Practical information:

Iliyana Ilieva

Lifelong Learning Programme

New Bulgarian University

21, Montevideo Str., office 710 building 2

tel. +3592/8110 647; +3592/8110 562

fax: +3592/8110 687

e-mail: [iilieva@nbu.bg](mailto:iilieva@nbu.bg)

Information for incoming students:

[http://www.nbu.bg/PUBLIC/IMAGES/File/Eng\\_Versia/Erasmus/INFOSHEET\\_INCOMING\\_STUDENTS.pdf](http://www.nbu.bg/PUBLIC/IMAGES/File/Eng_Versia/Erasmus/INFOSHEET_INCOMING_STUDENTS.pdf)

A list of potential tutors in New Bulgarian University

**Kristian Bankov**, Prof.

**Ivan Kasabov**, Prof.

**Ivan Mladenov**, Prof.

**Mony Almalech**, Prof.

**Anita Kasabova**, Assoc. Prof.

**Borislav Georgiev**, Assoc. Prof.

**Dimitar Trendafilov**

## UNIVERSITY OF TARTU (www.ut.ee)

The Department of Semiotics at the University of Tartu is one of the most important centers of semiotics in Europe, with deep roots in semiotics of culture and biosemiotics it has become a vibrant interdisciplinary research environment. Works of Juri Lotman, the founder of the world-renowned Tartu-Moscow School of Semiotics, and the forerunner of biosemiotics Jakob von Uexküll, form the cornerstones of Tartu semiotics research.

Semiotics doctoral programme in Tartu lasts 4 years and gives altogether 240 ECTS. Department of Semiotics offers a creative research environment and a fascinating group of scholars bringing together wide range of research themes in semiotics. The library holds an excellent collection of semiotic literature, in English as well as in Russian; including also the T.A. Sebeok memorial library.

Reference person for SEMKNOW programme in the University of Tartu:

**Prof. Kalevi Kull**

University of Tartu, Department of Semiotics  
Jakobi 2, 51014 Tartu, Estonia  
Tel.:+372 7375933  
kalevi.kull@ut.ee

Practical information:

International Student Service  
University of Tartu  
18 Ülikooli St., room 104  
50090 Tartu, Estonia  
Office hours:  
Monday-Thursday 13.00 -16.00  
<http://www.ut.ee/en/admissions>

A list of potential tutors in the University of Tartu

**Peeter Torop, Prof** – semiotics of translation and methodology of translation studies; intersemiosis and intersemiotic processes in culture; semiotics of Tartu-Moscow School; semiospherical understanding of culture and methodology of semiotic of culture

**Kalevi Kull, Prof.** – biosemiotics; general semiotics, its theory and methodology; species, their co-existence, and evolution; theoretical biology (and its history)

**Mihhail Lotman, Prof** – general semiotics and semiotics of culture; text theory and Russian literature; poetics and rhetoric; general, comparative and Russian verse studies; film analysis

**Ülle Pärli, Docent** – semiotics of literature; naming in culture; hermeneutics and semiotics

**Irina Avramets** – semiotics and cultural history

**Jelena Grigorjeva** – semiotics of transmedial art

**Kati Lindström** – semiotics of landscape, Japanese studies

**Timo Maran** – interrelations of nature and culture; ecosemiotics; nature writing, ecocriticism; problems of locality and context; theory of biological mimicry, biosemiotics

**Anti Randviir** – sociosemiotics; societal theories and their history

**Elin Sütiste** – semiotics of translation

**Andreas Ventsel** – semiotics and political theory.

## UNIVERSITY OF TORINO ([www.unito.it](http://www.unito.it))

The University of Torino is one of the most ancient and prestigious Italian universities. It has a remarkable tradition of research in long-established subjects such as history, philosophy, law, economics and medicine but it is actually branching out into modern and important sectors, such as food science, social politics, IT, performing arts and communication sciences. Concerning semiotics, there are courses in various programmes of the university and a PhD Programme in "Scienze e Progetto della Comunicazione" ("Communication Sciences and Planning"), in which semiotics is studied at a high level. The main aim of this three year programme is to promote an interdisciplinary education in the field of scientific research on communication sciences.

Reference person for SEMKNOW programme in University of Torino:

**Federica Turco**  
c/o CIRCe  
via Po 18 – 10124 Torino  
[federica.turco@unito.it](mailto:federica.turco@unito.it)

Practical information:

Divisone Ricerca e Relazioni Internazionali  
Servizio Ricerca e Formazione Avanzata  
Ufficio Internazionalizzazione del Dottorato (International PhD Office)  
Via Bogino, 9 - Torino  
Phone: +39 0116704390  
Fax: +39 0116704380  
E-mail: [phdprogrammes@unito.it](mailto:phdprogrammes@unito.it)  
Opening hours: Monday to Friday: 9-11 am; Tuesday and Thursday: 9-11 am and 2-3.30 pm

A list of potential tutors in University of Torino

**Ugo Volli, Prof.**

**Guido Ferraro, Prof.**

**Massimo Leone, Prof.**

**Antonio Santangelo, Prof.**

**Laura Rolle, Prof.**

# FURTHER DETAILS ON APPLICATION PROCEDURES FOR SEMKNOW

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**Admission** to SEMKNOW PhD studies in semiotics takes place **locally** and admission criteria vary according to the existing rules in the partner universities. Students are welcome to contact or visit any one of SEMKNOW's partner universities for more information on local and national regulations regarding the application and admissions process.

Common requirements for any student applying for studies in SEMKNOW programme:

## **Good Command of English**

Since the language of instruction for SEMKNOW is English and students will be required to study at two universities or more during the programme, sufficient English language skills are important. Written or oral exams and/or interviews with supervisors at SEMKNOW partner universities will determine a student's English competency.

## **Master's Degree**

Students applying to the SEMKNOW doctoral programme are expected to possess a Master Degree in Semiotics studies. Students with graduate degrees in fields other than semiotics are also eligible and should apply, however, they are required to complete an Introductory module (see the details below)

## **Common ground of general semiotic knowledge**

An Introductory study module is available for students who do not acquire sufficient semiotic knowledge for the SEMKNOW programme or do not have a Master Degree in semiotics. Successful completion of the preparatory module is a requirement. A list of most central topics gives an overview of the presumed common ground for semiotics PhD studies in SEMKNOW:

### **What is semiotics? What are the core semiotic ideas?**

**Theoretical aspects:** Communication/signification/enunciation, Sign and sign systems, Code and message, Text, Discourse, Structure, Narrative and possible worlds, Interpretation, Intertextuality, Semiosphere and culture, Semiotics of passions

**Historical accents/highlights:** The founding figures in Semiotic theory Peirce and Saussure, historical semiotic schools

**Applications of semiotics/Aspects of applied semiotics:** Arts, Media, Education, Market, Tourism, Law, Politics, Religion, Internet, Audiovisual systems

Note: Students will be required to prove prior knowledge of semiotics either through written/oral examination or interview if they do not wish to take the preparatory study module.

## **CV/Application**

Students must have a current CV and complete the necessary application forms required at the university they are applying to.

## **Research Plan**

A student's research plan is a key requirement for the SEMKNOW programme and should include the necessary elements, i.e. dissertation topic, objectives, expected results, and methodology. SEMKNOW requires candidates to prepare in advance a **plan for research in cooperation with an external institution** (and include it into the study and research). Some partner universities require a work plan and/or funding plan as an appendix to the research plan.

# Main local requirements for application for doctoral studies in semiotics and SEMKNOW programme

## Application in University of Lapland

At the University of Lapland there is two Step Application Process

1. Prospective PhD students must apply to the faculty in which their research is applicable to.
2. Once the potential PhD student has been accepted into a faculty, he/she must apply to get into the doctoral programme.

In order to apply to faculties for the right to study (step 1) the students must have:

- Master degree
- Detailed Research Plan (including a funding plan and a work plan)

In order to get into SEMKNOW in addition to the other criteria the candidates should demonstrate their preparation in semiotics, using English language.

- Students without semiotic background from their previous studies should subscribe to the preparatory module.

Students with semiotic background will be asked to write three pages in English on a semiotic topic chosen from the list.

## Application in New Bulgarian University

In order to apply for SEMKNOW the candidates must present the following documents:

- Application form
- CV
- Diploma for Master degree;
- Detailed Research Plan (including an agreement with external institution and a work plan)

The candidates for SEMKNOW should contact the Southeast European Center for Semiotic Studies (SEECSS) before the end of May. During a preliminary interview with the director of SEMKNOW the topic of the future PhD project will be discussed, as well as its possible involvement with an external company or institution. According to the level of preparation in general semiotics of the candidate, the Preparatory module will be recommended. At the beginning of July, the university will announce a national competition for PhDs with the topics agreed upon between the SEECSS and the candidates. The deadline is two months after the announcement. A commission formed by the dean, the director of SEMKNOW and a professor from the program will examine the documents of the candidates and announce their acceptance for the admission exam at least one month earlier.

The admission exam is divided in two parts: Semiotics and English. Candidates who have successfully passed the Preparatory module will not take the semiotic exam and the average of their votes will be considered. The semiotic exam is divided into a written and an oral part. The written exam is in English, on one of the listed topics. Candidates with a vote higher than 4 (of 6) are admitted to the oral exam. The oral exam is in English and it is also divided into two parts, comprising a discussion of a topic from the list and discussion on the research project of the candidate. Candidates with average vote of 5 are considered eligible. Only elected candidates are admitted to the exam in English. A vote superior to 5 is requested in order to be admitted to the final position. The final decision is made by the faculty council, after considering a list of proposals, made by the department 10 days after the exam.



## Application in University of Tartu

For applying for semiotic doctoral studies in **Tartu** you are required to have the following

- Master degree or a corresponding level of education;
- Detailed Research Plan, which includes:
  - dissertation topic - a brief summary of a topic and most substantial study done in the field;
  - objectives of the dissertation;
  - description of research methods;
  - expected results - their novelty and significance;
  - bibliography or list of references;
  - personal involvement in research or field related working experience;
  - information about the supervisor;
  - Entrance exam (interview)
  - Prior knowledge in semiotics, that candidate can demonstrate at the interview (please consult the Introductory module of SEMKNOW)

For the list of documents to be submitted (depending on your nationality etc) and more detailed procedures see <http://www.ut.ee/817331>

## Application in University of Torino

In order to apply for a PhD School the candidates must have:

- Master degree;
- Detailed Research Plan

The entrance examination consists of two exams, a written test and an oral colloquium. The candidates must pass both these tests with a score of at least 40/60. They will be admitted to the school in compliance with the ranking and with the number of posts in the competition.

Students regularly admitted to the PhD School according to the state law requirements can choose to join SEMKNOW program, after a new oral exam in English, made by the professors of the PhD course. The exam will verify his/her base knowledge, according to the above listed topics.

# FURTHER DETAILS ON STUDY PROGRAMME OF SEMKNOW

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## SEMKNOW Introductory Module

### General objective:

The aim of the introductory module is to provide the future PhD student with necessary basic knowledge about semiotics prior to the admission to the program.

### Learning outcomes:

The student:

- is familiar with central concepts of semiotic theories and main schools and authors of the history of semiotics;
- is able to relate and compare these conceptual complexes with each other;
- qualifies for the admission to PhD studies in semiotics to start fulfilling one's study and research plan.

### Module teaching formats

The exact realisation of the module at each university is designed in accordance with local rules and possibilities. The realisation should include: individual work with texts, tutoring or consultations or seminars, lectures involving the module content, e-courses (shared among partner universities or kept open for students from elsewhere, if possible).

The content of the module is given here through **main topics** – theoretical accents, historical accents and applied fields – and respective introductory **bibliography**.

Courses, seminars and other activities of introductory module as well as its availability can vary locally, please consult our web pages for details and updates.

### Content of the introductory module

#### (1) What is semiotics? What are the core semiotic ideas?

#### (2) Theoretical aspects

- difference, recognition, structure, Umwelt
- sign, signification, semiosis, code,
- sign systems, language, code
- text, discourse, narrative, interpretation
- communication,
- semiosphere, culture, semiotic reality

#### (3) Historical accents/highlights:

Foundations of (contemporary) semiotics: Peirce, Saussure, Uexküll, Morris

Semiotic schools:

- Prague school
- Copenhagen school
- Structuralism and post-structuralism

- Tartu-Moscow school
- Paris school
- Umberto Eco

#### (4) Applications of semiotics

##### Aspects of applied semiotics

- theories and methods for application
- criticism
- analysis
- practice and know-how

##### Module references:

<i>Theoretical aspects</i>	
<i>difference, recognition, structure, umwelt</i>	Hoffmeyer, Jesper 2008. <i>Biosemiotics: an examination into the signs of life and the life of signs</i> . Scranton, London: University of Scranton Press. (Part 1. The Biosemiotic Approach. 3-68 ) Uexküll, J.v. 1992. A stroll through the worlds of animals and men: A picture book of invisible worlds. <i>Semiotica</i> 89(4): 319-391. Eco, Umberto 1976. <i>A Theory of semiotics</i> . Bloomington: Indiana University (0. Introduction – Toward a logic of culture, pp. 3-31)
<i>sign, signification, semiosis, code</i>	Eco, Umberto 1976. <i>A Theory of semiotics</i> . Bloomington: Indiana University (2. Theory of codes 48-105) Morris, C. 1938. <i>Foundations of the Theory of Signs</i> . (ch 2 levels of semiosis) Peirce, Ch. S. 1931-58 <i>Collected Papers of Charles Sanders Peirce, vols. 1-8, C. Hartshorne, P. Weiss y A. W. Burks</i> (eds). Cambridge, MA: Harvard University Press, CP 2.247-249. Saussure, Ferdinand de 2007 [1916]. Nature of the Linguistic Sign. In: <i>Course in General Linguistics</i> . Chicago: Open Court, pp. 65–70. Sebeok, T. 1994. <i>Signs: an introduction to semiotics</i> . Toronto; Buffalo: University of Toronto Press. (3-64)
<i>sign systems, language, code</i>	Saussure, Ferdinand de 2007 [1916]. <i>Course in General Linguistics</i> . Chicago: Open Court (101-139) Volli, U. <i>Manuale di Semiotica</i> (2.Segno. 16-36) [ <i>if translated</i> ] Benveniste, Émile 2003 [1969]. The Semiology of Language. In: <i>Classic Readings in Semiotics</i> . New York: Legas, pp. 115–132. Problems in general linguistics. Lotman Y. 1977. Primary and secondary communication-modelling systems. In: Lucid, Daniel P. (ed.) 1977. <i>Soviet Semiotics: An Anthology</i> . Baltimore & London: Johns Hopkins University Press. (95-98.) Lotman 1977. <i>The Structure of the Artistic Text</i> . (ch 1, pp 7-31)
<i>text, discourse, narrative, interpretation</i>	Lotman 1977. <i>The Structure of the Artistic Text</i> . (ch 3, pp 32-93) Lotman, J 1988. The Semiotics of Culture and the Concept of a Text. <i>Journal of Russian and East European Psychology</i> . 26-3. (52-58) Barthes, R. 1986. From work to text. In: Barthes, R. <i>The Rustle of language</i> . New York: Hill and Wang. (56-64) Kristeva, J. 1986. Word, dialogue, and novel. In: Moi, T. (Ed.), <i>The Kristeva reader</i> . New York: Columbia University Press. (pp. 35-61) Barthes, R. 1975. An Introduction to the Structural Analysis of Narrative. <i>New Literary History</i> , Vol. 6, No. 2, (237-272) Johansen, J.D.; Larsen, S.E. 2002. <i>Signs in use. An introduction to semiotics</i> . London, New York: Routledge. (6.Text. 110-149) Foucault, M. 2001 <i>The archaeology of knowledge</i> . London: Routledge. (part I Introduction; part II. The Discursive Regularities. 3-85) Eco, U. 1994. The Role of the Reader : Explorations in the Semiotics of Texts. Bloomington: Indiana University Press. ( pp. 3-40) Volli, U. <i>Manuale di semiotica</i> (4. Storie. 71-114) [ <i>if translated</i> ]
<i>communication, message</i>	Jakobson, Roman. Linguistics and poetics. In: <i>Selected Writings III</i> , 18-51 Lotman Y. 1977. Two models of communication. In: Lucid, Daniel P. (ed.) 1977. <i>Soviet Semiotics: An Anthology</i> . Baltimore & London: Johns Hopkins University Press. (99-101) Volli, U. <i>Manuale di semiotica</i> (6. Interpretazione. 125-157) [ <i>if translated</i> ]

<i>semiosphere, culture, semiotic reality</i>	Lotman, Yuri M. 2005. On the semiosphere. <i>Sign Systems Studies</i> , 33.1, 205-229 Torop, P. 2005. Semiosphere and/as the research object of semiotics of culture - <i>Sign Systems Studies</i> 33.1, pp. 159-173 Berger, P.L.; Luckmann, T. 1966. <i>The Social Construction of Reality: A Treatise in the Sociology of Knowledge</i> . Anchor Books. (11-61)
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<b><i>Historical accents:</i></b>	
<i>The founding figures in Semiotic theory: Peirce, Saussure, Morris, Uexküll</i>	Culler, J 1976. <i>Ferdinand de Saussure</i> . (ch 1, 2 and 4; 7-52; 90-117) or Mauro, Tullio de 1995. <i>Saussure and linguistics today</i> . Bulzoni. Misak, C. 2004. Charles Sanders Peirce (1839-1914). In: Misak, C (ed.) <i>The Cambridge Companion to Peirce</i> . Cambridge University Press. (1-26) Pihlström, S. 2004. Peirce's Place in the Pragmatist Tradition. In: Misak, C (ed.) <i>The Cambridge Companion to Peirce</i> . Cambridge University Press. (27-57) Posner, R. 1987. Charles Morris and the Behavioral Foundations of Semiotics. In: Krampen, M. (ed.) <i>Classics of Semiotics</i> . New York: Plenum. (23-57) Uexküll, T. v. 1987. The Sign Theory of Jakob von Uexküll. In: Krampen, M. (ed.) <i>Classics of Semiotics</i> . New York: Plenum. (147-179) [reprint: Introduction: The sign theory of Jakob von Uexküll. <i>Semiotica</i> 89-4 (279-315)
<b><i>Historical semiotic schools</i></b>	
- <i>Prague school (Mukařovský and Jakobson)</i>	Dosse, F. 1997. <i>History of Structuralism: The rising sign, 1945-1966. Vol. 1</i> . University of Minnesota Press. (52-58) Eco, U. 1987. The Influence of Roman Jakobson on the Development of Semiotics. In: Krampen, M. (ed.) <i>Classics of Semiotics</i> . New York: Plenum. (109-127) Doležel, L. 1994. Prague school structuralism. In: Groden, M; Kreiswirth, M. <i>The John Hopkins Guide to Literary Theory and Criticism</i> . The John Hopkins University Press: Baltimore, London. (592-595) Quinn, M.L. 1995. <i>The Semiotic Stage: Prague School Theatre Theory</i> . Peter Lang: New York. (ch1 Prague School structuralism, pp 13-42)
- <i>Copenhagen school (Hjelmslev)</i>	Trabant, J. 1987. Louis Hjelmslev: Glossematics as General Semiotics. In: Krampen, M. (ed.) <i>Classics of Semiotics</i> . New York: Plenum. (89-108)
- <i>Structuralism and post-structuralism</i>	Hawkes, T. 1977. <i>Structuralism &amp; semiotics</i> . London: Methuen. or Dosse, F. 1997. <i>History of Structuralism: The rising sign, 1945-1966. Vol. 1</i> . University of Minnesota Press. (e.g. The Saussurean break: 43-51; The mother figure of structuralism: Roland Barthes: 71-77; The call of the tropics: 126-141; Reason Raves: Michel Foucault's work: 142-157; Mythology's earth is round: 250-263; 1966 Annum mirabile (II): Foucault sells like hotcakes: 330-342; Get a load of that structure: 173-187; The golden age of formal thinking: 210-222)
- <i>Tartu Moscow school (Lotman)</i>	Andrews, E. 2003. Conversations with Lotman: cultural semiotics in language, literature, and cognition. Toronto UP (3-69) Chernov, I. 1988. Historical survey of Tartu-Moscow semiotic school. In: Broms, Henri, Kaufmann, Rebecca (eds.) <i>Semiotics of Culture. Proceedings of the 25th Symposium of the Tartu-Moscow School of Semiotics, Imatra, Finland, 27th-29th July, 1987</i> . Helsinki: Aratra (7-16) Eco, U. 1990. Introduction. In: Lotman, Y.M. <i>Universe of the Mind</i> . Indiana University Press: Bloomington, Indianapolis. (vii-xiii) Schefflyzyk, A. 1986. Culture: The Moscow-Tartu School. In: T. A. Sebeok (ed.), <i>Encyclopedic Dictionary of Semiotics</i> , Berlin/New York/Amsterdam, Mouton de Gruyter, 166-168.
- <i>Paris school (Greimas)</i>	Dosse, F. 1997. <i>History of Structuralism: The sign sets, 1967-Present. Volume 2</i> . University of Minnesota Press. (191-214) Perron, P. J. 1992. A. J. Greimas: An Introduction to His Writings. In: Danesi, M; Santeramo, D. (eds.) <i>Introducing Semiotics: An Anthology of Readings</i> . Canadian Scholars' Press: Toronto., 1992, pp. 73-93.
- <i>Umberto Eco</i>	Deely, J. 1997. Looking back on <i>A Theory of Semiotics</i> . In: Capozzi, R. (ed.) <i>Reading Eco: an anthology</i> . Bloomington: Indiana University Press. (82-110) Doležel, L. 1997. The themata of Eco's semiotics of literature. In: Capozzi, R. (ed.) <i>Reading Eco: an anthology</i> . Bloomington: Indiana University Press. (111-120) Petrilli, S. 1997. Towards interpretation semiotics. In: Capozzi, R. (ed.) <i>Reading Eco: an anthology</i> . Bloomington: Indiana University Press. (121-136)

## Applications of semiotics

Journal Applied Semiotics / Sémiotique appliquée. <http://french.chass.utoronto.ca/as-sa/>

## Aspects of applied semiotics

### (1) theories and methods for application

Barthes, R. 1977 *Image-Music-Text*. New York: Hill and Wang

Barthes, R. 1972. *Mythologies*. Hill and Wang (ch. Myth today)

Floch, J.M. 2001. *Semiotics, marketing and communication, beneath the signs, the strategies*. Wiltshire: Palgrave. (Introduction)

Kress, G.; Leeuwen, T. v. 1998. *Reading images: the grammar of visual design*. London ; New York : Routledge.

Parent, R. *Résoudre des conflits de culture : essai de sémiotique culturelle appliquée*. [in translation]

### (2) criticism

Barthes, R. 1972. *Mythologies*. Hill and Wang (ch. essays)

### (3) analysis

Ereaut, Gill; Segnit, Nat 2006. *Warm Words: How are we telling the climate story and can we tell it better?* London: Institute for Public Policy Research. (Available online: <http://www.ippr.org/publicationsandreports/publication.asp?id=485> )

Hartley, John. 2004. Television, Nation, and Indigenous Media. *Television New Media* Vol. 5; No. 1; 7-25.

### (4) practice and know-how

Floch, J.M. 2001. *Semiotics, marketing and communication, beneath the signs, the strategies*. Wiltshire: Palgrave.

<http://www.semiotics.co.uk/>

<http://www.semioticsolutions.com/>

especially: <http://www.semioticsolutions.com/published.htm>

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## Introductory module at University of Lapland

The Introductory Module of the SEMKNOW programme at the University of Lapland has three tiers:

- Theory and History
- Methodologies
- Applied Semiotics

Many of the University of Lapland's prospective students (SEMKNOW Programme) will be from fields other than semiotics, as there is not a Bachelor (BA) or Master (MA) semiotics programme in Lapland at this time. Thus, the University of Lapland will offer a 20 ECTS in theory, history and methodologies in order to effectively prepare students to have the knowledge level agreed by all partners. 25 ECTS of applied semiotics options will be offered, of which 10 ECTS students will be required to take. The University is best equipped to offer applied semiotics; this is also most effective way to attract students from another fields. Approximately two of the applied semiotics courses will be offered online. Therefore, students at the partner universities can take part in the courses as well.

The University of Lapland will begin testing these Introductory Module courses in autumn 2011 within the BA and MA level programmes of each faculty. Some of the planned courses will replace existing courses within the faculties in order to allow testing.

Introductory module courses:

Theory & History 15 ECTS

- Introduction to Semiotics (5 ECTS)
- History of Semiotics (10 ECTS)

Methodologies 5 ECTS

- Literature Package (5 ECTS)

Applied Semiotics 10 ECTS (*Students choose approximately 2 courses*)

- Introduction to Visual Communication analyses and Methodological possibilities based on semiotics (5 ECTS)
- Semiotics of Tourism (5 ECTS)
- Semiotics of Law (5 ECTS)
- Gender and Semiotics (4 ECTS)
- Musical Semiotics (5 ECTS)

### **Introductory module at the New Bulgarian University**

SEMKNOW introductory module at the New Bulgarian University consists in 30 ECTS and includes the following courses:

- Semd180 Historical Semiotic Schools (3 ECTS)
- Semd181 Introduction to The Semiotic Theory Part 1 (3 ECTS)
- Semd182 Introduction to The Semiotic Theory Part 2 (3 ECTS)
- Semd183 Applied Semiotics Part 1 (3 ECTS)
- Semd184 Applied Semiotics Part 2 (3 ECTS)
- Semd185 Historical Semiotic Schools: Individual Work (3 ECTS)
- Semd186 Introduction to The Semiotic Theory Part 1: Individual Work (3 ECTS)
- Semd187 Introduction to The Semiotic Theory Part 2: Individual Work (3 ECTS)
- Semd188 Applied Semiotics Part 1: Individual Work (3 ECTS)
- Semd189 Applied Semiotics Part 2: Individual Work (3 ECTS)

Each of the 5 courses is divided in two parts - 30 hours of lectures and 30 hours of individual work of the students. The courses are created for the purpose of SEMKNOW and reflect the agreed contents.

The module will be offered as extra curriculum training programme at the semiotics department, it is also open for partial participation and for integration with regular studies in the university to any student. The module will be accessible to any student of SEMKNOW in the e-learning environment Moodle (e-edu.nbu.bg).

### **Introductory module at the University of Tartu**

University of Tartu offers full curricula in semiotics, including master studies in English. However, students from other fields who look for improving their basis in semiotics prior to doctoral studies admission are welcome to various courses of semiotics in University of Tartu. As an introductory module we propose the following selection of our courses taking place annually and held in English; however, the exact plan of a student should take into account one's personal profile. Courses are available for all students of Tartu University and visiting students; if not having this status, one can become an *extern student*, specify the courses in study contract and follow the courses (fee for extern student in 2012/2013 is 77 euro/1 ECTS).

- FLSE.00.249 History of Semiotics: Basic Concepts and Classical Works (6 ECTS)
- FLSE.00.252 Methodology of semiotic analysis (6 ECTS)
- FLSE.00.250 Tartu-Moscow Semiotic School (6 ECTS)
- FLSE.00.253 Master Seminar (6 ECTS)
- and FLSE.00.254 Cultural Semiotics and Theories of Culture (6 ECTS) or FLSE.00.262 Sociosemiotics and Societal Theories (6 ECTS) or FLSE.00.258 Biosemiotics (6 ECTS).

### **Introductory module at the University of Torino**

Due to national regulations the SEMKNOW introductory module will not be available at the University of Torino. Prospective doctoral students interested in introductory module are however welcome to follow the module in any other partner university.

# SEMKNOW General Semiotics Module

The aim of the SEMKNOW General Semiotics module is to support the individual research of young scholars and the academic community among them. For this the module enables deeper understanding of semiotic research by making a student familiar with the specificity of semiotic phenomena, and different methodologies for semiotic analysis. Module is designed to afford a systematic view on issues regarding the objects and methods of study and gives ability to relate semiotic methods with (qualitative) research methods generally.

## General objective

The objective of the general module is to enable deeper understanding of the semiotic studies and research by making student familiar with the specificity of semiotic phenomena, and different methods for semiotic analysis. The module aims to prepare student for and give support to one's scientific research in semiotics.

## Learning outcomes

The student:

- is acquainted with central methods in semiotics and has a systematic understanding of the issues regarding the objects and methods of study in semiotics;
- is able to relate semiotic methods with (qualitative) methods generally;
- is able to critically compare, analyze, and review works from various fields and levels of semiotics;
- is able to choose most suitable semiotic methodologies for a research;
- is ready to apply this knowledgs and skills in practical analysis.

## Module teaching formats

Teaching methods of the module include seminars, tutoring, individual work, lectures (especially by guest lecturers), as well as conference presentations. The exact realisation of the module at each university depends on local rules and possibilities, and also on the concrete profile of students and professors.

## Module content

The content of the module consists of three main parts:

- (1) **methods for semiotic analysis;**
  - what makes method a semiotic method?
  - what kind of methods are there for semiotic analysis?
  - scope and limits of different methods?
- (2) **modeling the field and object of study;**
  - what makes a phenomenon to be a semiotic phenomenon and a semiotic object? (holism, systemic thinking, analytic and systemic approaches, semiotic modelling)
  - how to model and study culture, society and environment semiotically?
  - modeling one's own research object – what is the status of my research object?
- (3) **case studies of applied semiotics;**
  - classical semiotic case studies
  - case study reports from students and professors.

For your advantage of having the best tutoring and sharing the experiences from our professors, the common content of general semiotics module has locally varying organisation into courses.

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### **General Semiotics Module courses at the University of Lapland**

- Basic Methods for Semiotic Analysis (5 ECTS)
- Social and Pragmatic Semiotics (5 ECTS)
- Interpretation and Experience in Semiotics (5 ECTS)
- Images and Communication (5 ECTS)
- Semiotics of the Body (5 ECTS)
- Legal Semiotics (5 ECTS)

### **General Semiotics Module courses at the New Bulgarian University**

The General Semiotics module of SEMKNOW at the New Bulgarian University involves 5 lecture courses, individual work and a doctoral seminar. Following university's study programme structure the module work load is 30 ECTS and is structured into 5 units.

- Doctoral Seminar in Semiotics (6 ECTS)
- Methods and Methodologies for Semiotic Analysis (6 ECTS)
- Case Studies in Applied Semiotics (6 ECTS)
- Individual work on methods and methodologies for semiotic analysis (6 ECTS)
- Individual work on case studies in applied semiotics (6 ECTS)

### **General Semiotics Module courses at the University of Tartu**

The General Semiotics module of SEMKNOW in Tartu University involves independent work, seminars, and also lectures. Following university's study programme structure the module work load is 36 ECTS and is structured into 5 units.

- Disciplinary Semiotics and Theory of Culture (6 ECTS)
- Doctoral Seminar (12 ECTS)
- Methodology of humanities (6 ECTS)
- Methodology of semiotical analysis (6 ECTS)
- Transdisciplinary Semiotics and Theory of Culture (6 ECTS)

### **General Semiotics Module courses at the University of Torino**

The General Semiotics module of SEMKNOW in Torino University is worth 30 credits and involves

- Personal and tutored study of a selected bibliography to be composed every year by the doctoral council both within the general SEMKNOW bibliography and outside of it;
- Participation in (minimum 5) internal seminars by professors of the doctoral programme. Every seminar should be prepared by the student with the help of a selected bibliography and implies her/his active contribution;
- Participation in (minimum 5) external seminars by guest professors. Every seminar should be prepared by the student with the help of selected bibliography and implies her/his active contribution;
- Participation in (minimum 5) of seminars organized by the doctoral students about their research work;
- Weekly discussions with the tutor and homework assigned by the tutor.

The general aim of this module is the doctoral student's good command of both general and applied semiotics.

The availability of courses for general semiotics at partner universities can vary, therefore please consult with your study programme contact person for most up to date details!



# SEMKNOW Specialization Module

The specialization module of SEMKNOW is developed in accordance with prominent research fields in each partnering semiotic centers. Hence, for starting one's research each student can have the best tutoring available in our network in the specific field and topic.

## General objective

The general objective of the module is to give a comprehensive knowledge on the specific field of semiotics, its theories, methods of analysis and object field of analysis; and to prepare for the scientific research on the specific field and its objects of analysis.

## Learning outcomes

After completing the module the student:

- has acquired theoretical and methodological knowledge of one's specialization field;
- is able to choose and apply most appropriate tools for research in respective specialization field;
- is able to choose most suitable semiotic methodologies for a research;
- is ready to apply acquired knowledge and skills in practical analysis.

## Module teaching formats

Teaching and learning methods in the module include individual work, seminars, tutoring, preparation of academic publications, as well as seminar and conference papers. The exact realization of the module at each university depends on local resources, best practices, and on concrete profile of students, their research topics and tutoring staff.

## Module content

The content of the module is developed in each partner university and takes advantage of the variety of local competence. According to the study program structure the specialisation module is part of student's research activities. Accordingly, the exact content for each student has to be planned in detail by the student and supervisor. However, SEMKNOW specialisation gives the general outline for these 30 ECTS amount of work for acquiring specialization in specific field and carrying out research.

Specialization module at each partner follows the lines of best local competences. SEMKNOW specialization module is offered accordingly:

- semiotics of arts** in the University of Lapland,
- sociosemiotics** in the New Bulgarian University,
- semiotics of culture** in the University of Tartu,
- semiotics of media and communication** in the University of Torino.

# SEMKNOW Specialization Module in Arts (University of Lapland)

SEMKNOW Specialization module is designed for students who seek for the profound semiotics knowledge in the interdisciplinary aspects of semiotics: tourism, art, culture, sociology, history, philosophy etc.

## General objective

The objective of the Specialization module at the University of Lapland is to make the student familiar with the most recognized and functional semiotics methods, placing the research in real extra university environment in institutions and companies involved in the creation and the promotion of knowledge needed for the social engagement and higher welfare. Umbrella topic of the module is tourism.

## Learning outcomes

The student should:

- have acquaintance of the existing knowledge on applied semiotics;
- have good knowledge of the most affirmed and working methods, learned during a field work;
- have acquisition of know-how from professionals from companies and academicians, applying Semiotics with commercial purposes;
- be able to conduct research in the interdisciplinary aspects of semiotics;
- be able to communicate the results of their research within the academics/scholars, representatives of different fields of arts and related businesses
- recognize the diversity of objects (verbal and visual, material and symbolic) encompassed by the term "Semiotics"
- be able to establish links with a commercial sector in relation to the field of study.

Tangible outcome of the module will be for example an organized exhibition on a tourism-related topic to be selected on the basis of communal contacts and the interests of the students. To achieve the goal of the Specialization Module students will have to work with various stakeholder groups, such as:

- Other PhD students and professors;
- Artists (directors, painters, musicians, environmental and performance artists);
- Public organizations in the Arts (e.g. art galleries, media, educational organizations etc.);
- Community representatives (guides, managers, journalists, authorities);

Involvement of various target groups, say, public, in the learning process ensures utilization of acquired know-how and expertise.

## Module teaching formats

According to the SEMKNOW program structure the specialization module at the University of Lapland is part of the research activity of student. Therefore, achievement of the objectives of the module is in direct relation with the individual research plan of each student. The learning activity of the **specialization module** is placed in various faculties of the University of Lapland. This is due to the fact that ULap's semiotics expertise is shared among different domains such as the Faculty of Art, and the Faculty of Social Sciences.

The acquisition of the 30 ECTS credits is implemented in accordance with the individual research plan. The tutor is dividing the research project of the student in number of tasks, each of which requiring the acquisition of general knowledge and particular know how. After the successful achievement of each task the student receives credits both for the acquired knowledge and the research progress.

Teaching methods of the module will include:

- Seminars
- Round tables
- Individual work
- Tutorship
- Field work
- Presentations in public (speeches, reports in media etc).

### **Module content**

Umbrella topic of the module is Art Semiotics. The content of the module consists of three main parts, which differ with the objectives, results and teaching methods.

#### **a) Ethics (knowledge and skills on semiotics analysis) – 10 ECTS**

It includes reviewing literature and existing best practices in semiotics research. This part of the module reflects and deepens students' scientific and research work (theoretical work) on the selected theme. In order to achieve this objective the following teaching methods will be used:

- Individual work
- Group work
- Meetings with supervisors.

**Expected outcome:** Oral presentation/written presentation/ youtube presentation/video presentation or other creative means of presentation.

#### **b) Experience (methods of applying received know-how into actual research) – 10 ECTS**

In concrete situation to observe and produce semiotically formulated substance/product. In another word it is fieldwork according to students' scientific background. It could include experiencing new ways of creating the exhibitions, observations in court or collecting material at the work place.

- Team work
- Teacher coaching (each group has a tutor)
- Seminars
- Workshops/meetings with stakeholders (other PhD students, professors, artists); public organizations in the field of art (e.g. art galleries); community representatives (e.g. safari guides); mass media representatives; lawyers, jury, etc.

Involved groups of stakeholders depend on the PhD topic.

**Expected outcome:** developed substance/products shall be presented in the innovative form (for ex. exhibition).

#### **c) Audience (methods of reception analyzing) – 10 ECTS**

This element of the Specialization Module sees to deepen students' knowledge and skills on analyzing feedback and critics from the stakeholders. Groups of stakeholders are dependent on particular PhD topic

- Group work
- Teacher coaching.

### **Structure and status of the SPECIALIZATION MODULE**

Doing his individual research project the student should necessarily involve all the three parts of the content. The content is divided in three elements - Ethics, Experience and Audience, each covering a work load of 10 ECTS, according to the plan of the individual research project of the student and the methodological directions identified by the tutor.

The evaluation of the course follows achieving of the module results which will be approved by student's supervisor.

### **Suggested reading for the SEMKNOW Specialization Module at the University of Lapland**

Specialization module consists of the obligatory and optional literature. The list of obligatory literature shall include 5 – 7 pre-selected books. The optional list will be composed by students in accordance with the topic of the exhibition.

# SEMKNOW Specialization Module in Sociosemiotics (New Bulgarian University)

SEMKNOW Specialisation module at NBU is aiming to introduce the student in the methods of professional application of semiotics in the domain of the social relations in the context of the knowledge and value based society, the relation between information, knowledge and quality of life, in the study of the consumer culture, the advertising and the contemporary lifestyles.

## General objective

The aim of the Specialization module is to make the student acquainted with the most affirmed and working semiotic and interdisciplinary methods, placing the research in real extra university conditions in institutions and companies engaged in the creation and the propagation of knowledge useful for the social inclusion and the higher standards of living.

## Learning outcomes

The student should have:

- good knowledge of the publication on applied semiotics from the recent years;
- good knowledge of the most affirmed and working methods, learned during field work;
- acquisition of know-how from professionals from companies and teams, applying semiotics with commercial purposes.

## Module teaching formats

The specialization module of SEMKNOW is part of the research activity of the student. This means that the achievement of the objectives of the modules is in direct relation with the individual research project of each student. The learning activity of the specialization module is taking place in the *Sociosemiotic laboratory* at NBU. The attribution of the 30 credits is following the individual research bulletin. The tutor is dividing the research project of the student in number of tasks, each of which requiring the acquisition of general knowledge and particular know-how. After the successful achievement of each task the student receives credits both for the acquired methods and the research advancement.

## Module content

The content of the module consists of three main parts:

- (1) **methods and knowhow for semiotic desk analysis;**  
semiotics and market research  
semiotic studies of the brand  
semiotic methods for trend watching
- (2) **methods and knowhow for qualitative research;**  
borrowing methods from anthropology and sociology for semiotic qualitative research  
borrowing methods from cultural studies  
interviewing, getting knowhow from concrete cases
- (3) **methods and knowhow for quantitative research;**  
borrowing methods from sociology for semiotic quantitative research  
borrowing other methods for quantitative research from cognitive and information sciences  
knowhow for making questionnaires and survey research
- (4) **interdisciplinary *ad hoc* solutions for market research**

## Structure and status of the specialization module

Doing his individual research project the student should necessarily involve all the three parts of the content, and if necessary the fourth one. The content is divided in three practical trainings: SEMD 190, SEMD 191 and SEMD 192, each covering a work load from 3 to 15 ECTS, according to the specificity of the individual research project of the student and the methodological emphasis, suggested by the tutor. The evaluation follows the concrete research advancement of the student, registered in the laboratory bulletin.

- (1) SEMD 190 Practice: Methods and knowhow for semiotic desk analysis (3-15 ECTS)
- (2) SEMD 191 Practice: Methods and knowhow for qualitative research (3-15 ECTS)
- (3) SEMD 192 Practice: Methods and knowhow for quantitative research (3-15 ECTS)

### **Suggested readings in SEMKNOW Specialisation module at New Bulgarian University**

**(1) methods and knowhow for semiotic desk analysis;**

*semiotics and market research*  
*semiotic studies of the brand*  
*semiotic methods for trend watching*

- Valentine, Virginia (2007). "Semiotics: What it is and What it Can Do for Market Research", *Market research handbook* By Mario van Hamersve, John Wiley & Sons, Ltd, pp 447-467.
- Mick, David Glen and Oswald, Laura R. (2006) "The semiotic paradigm on meaning in the marketplace" in *Handbook of Qualitative Research*, Edited by Russell W. Belk, Cheltenham, UK • Northampton, MA, USA: Edward Elgar, pp 314-5.
- Sherrington, Mark (2003). *Added Value: The alchemy of brandled growth*, New York: Palgrave Macmillan
- Floch, JeanMarie (2001). *Semiotics, Marketing and Communication*, Great Britain: Antony Rowe Ltd;
- Cerinai, Giulia (2007). *Hot Spots e Sfere di Cristallo*, Milano: FrancoAngeli.
- Marrone, Gianfranco (2007). *Il discorso di marca. Modelli semiotici per il branding*. Bari: Laterza.
- AA.VV. 2001. *Methods of Critical Discourse Analysis*. London. Thousand Oaks. New Delhi: Sage.

**(2) methods and knowhow for qualitative research;**

*borrowing methods from anthropology and sociology for semiotic qualitative research*  
*borrowing methods from cultural studies*  
*interviewing, getting knowhow from concrete cases*

- McGivern Yvonne, (2003) "Semiotics and qualitative research" in *The practice of market and social research: an introduction*, pp. 231-234, Edinburg: Pearson Education, 3rd Edition, 2008.
- Russell, Bernard H. (1995). *Research methods in anthropology: qualitative and quantitative approaches*, Walnut Creek, CA: AltaMira Press.
- Bradburn, Norman M.; Sudman, Seymour and Wansink, Brian (2004). *Asking Questions. The Definitive Guide to Questionnaire Design—For Market Research, Political Polls, and Social and Health Questionnaires*, Revised Edition, San Francisco CA: John Wiley & Sons, Inc.
- Belk Russell W. (ed.) (2006). *Handbook of Qualitative Research*, Cheltenham, UK Northampton, MA, USA: Edward Elgar.
- Ritchie, Jane, Lewis, Jane (ed.) (2003). *Qualitative Research Practice. A Guide for Social Science Students and Researchers*, Thousand Oaks, CA/London: SAGE Publications Ltd;
- Saukko, Paula (2003), *Doing Research in Cultural Studies. An Introduction to Classical and New Methodological Approaches*, Thousand Oaks, CA/London: SAGE Publications Ltd;
- Manning, P.K. (1987). *Semiotics and Fieldwork*. Sage
- Marvasti, Amir B. (2004), *Qualitative Research in Sociology. An Introduction*, Thousand Oaks, CA/London: SAGE Publications Ltd;
- Osgood, Charles E., Suci, George J., Tannenbaum, Percy H. (1957), *The Measurement of Meaning*, Chicago/London: University of Illinois Press.

**(3) methods and knowhow for quantitative research;**

*borrowing methods from sociology and anthropology for semiotic quantitative research*  
*borrowing other methods for quantitative research from cognitive and information sciences.*  
*knowhow for making questionnaires and survey research*

- Russell, Bernard H. (1995). *Research methods in anthropology: qualitative and quantitative approaches*, Walnut Creek, CA: AltaMira Press.
- Balnaves, Mark and Caputi, Peter (2001) *Introduction to quantitative research methods: an investigative approach*, London: Sage.

# SEMKNOW Specialization Module in Semiotics of Culture (University of Tartu)

This module description includes a list of central literature and possible activities. Based on the module description, a detailed plan for activities and content is to be agreed by the student and supervisor. The realization of the individual work plan for the module is evaluated by the supervisor of the module. The module is generally open for both local and visiting students every semester.

## Module general objective and learning outcomes

The aim of the module is to give a comprehensive knowledge on semiotics of culture, respective theories, methods of analysis, and object field of analysis. The student acquires theoretical and methodological knowledge of the specialization field and is able to choose and apply most appropriate tools for an analysis. The student can project his/her study on the background of the field of semiotics of culture.

## Module content

1. Semiotics of culture as tool for humanities and social sciences:
  - in delimiting, description, structuring and better understanding of research object;
  - in creation of analyzability and choosing optimal methods and flexible terminology;
  - in conceptualization of *ad hoc* analyses;
  - in using inter- and transdisciplinary methodology in practical research.
2. Semiotics of culture as basis for complementary understanding of research practice and holistic analysis of culture.
3. Semiotics of culture as a device of methodological translation (knowledge management), dialogue and support for collaboration between different disciplines.
4. Semiotics of culture as discipline for description and synthesizing different traditions in cultural research.

## Main values:

Methodological value (general understanding of specificity of cultural research, synthesizing disciplinary identities and interdisciplinary collaborations).

Practical value (creation of analyzability, complementary using of different qualitative and quantitative methods, flexible metalanguage in context of textual, intertextual (interdiscursive, intermedial) and semiospherical analysis of culture).

## Study and teaching format

The module in semiotics of culture is composed of various activities with total workload worth of 30 ECTS. Activities include:

work with bibliography (5-10 ECTS)

preparing and giving 2 conference/seminar presentations (6-10 ECTS)

preparing a publication in an acknowledged journals in the field (e.g. Sign Systems Studies, Semiotica, Applied Semiotics, etc.) (5-10 ECTS)

writing a paper on semiotics of culture and individual research topic (a chapter of the dissertation) (5-15 ECTS)

participation in seminars related to semiotics of culture and individual research topic (3 ECTS)

**List of central literature for the specialization module in semiotics of culture (selective and expandable according to student's research topic):**

- Lotman, Juri 2009. *Culture and Explosion*. (Translated by Wilma Clark. Ed. by Marina Grishakova.) Berlin: Mouton de Gruyter.
- Lotman, Yuri M. 2006. The text and the structure of its audience. (Translated by Ann Shukman.) In: Copley, Paul (ed.), *Communication Theories: Critical Concepts in Media and Cultural Studies*. Vol. 3. London: Routledge, 64-70.
- Lotman Juri 2005. On the semiosphere. (Translated by Wilma Clark.) *Sign Systems Studies* 33(1): 215-239.
- Uspenskij B. A., Ivanov V. V., Toporov V. N., Pjatigorskij A. M., Lotman Ju. M. 2003. Theses on the semiotic study of cultures (as applied to Slavic texts). In: Gottdiener, Mark; Boklund-Lagopoulou, Karin; Lagopoulos, Alexandros Ph. (eds.), *Semiotics*, vol. 1. London: SAGE Publications, 293-316. [Republication of 1973.]
- Lotman Yuri M. 2001. *Universe of the Mind: A Semiotic Theory of Culture*. (Translated by Ann Shukman, introduction by Umberto Eco.) London & New York: I.B.Tauris Publishers, xiii+288.
- Lotman Juri 1997. Culture as a subject and an object in itself. *Trames* 1(1): 7-16
- Lotman Yuri M. 1994. The text within the text. [Translated by Jerry Leo and Amy Mandelker.] *Publications of the Modern Language Association (PMLA)* 109(3): 377-384
- Lotman Y. 1977. The problem of meaning in secondary modeling systems. *New Literary History* 8: 22-37.
- Lotman Juri 1977. The dynamic model of a semiotic system. *Semiotica* 21(3/4): 193-210.
- Lotman Y. 1979. Culture as collective intellect and the problems of artificial intelligence. In: O'Toole, Lawrence Michael and Shukman, Ann (eds.), *Dramatic Structure: Poetic and Cognitive Semantics*. (Russian Poetics in Translation 6.) Oxford: Holdan Books, 84-96.
- Nöth, Winfried 2006. Yuri Lotman on metaphors and culture as self-referential semiospheres. *Semiotica* 161-1/4, 249-263.
- Schönle, A. 2006, 'The self, its bubbles, and its illusions: cultivating autonomy in Greenblatt and Lotman', In: *Lotman and cultural studies: encounters and extensions*, ed. A. Schönle, Madison & London: University of Wisconsin Press.

# SEMKNOW Specialization Module in Semiotics of Media and Communication (University of Torino)

The Specialization module in Torino focuses on **media and communication** (but it includes seminars and other activities on several subjects and fields) and it is developed with the collaboration of CIRCe, Interdepartmental Centre for Research on Communication.

The aim of the research work of PhD students is to deepen their knowledge on communication in a semiotic perspective. The specialisation is planned individually with some colloquia between the student and his/her Italian tutor and it can include activities as research, seminars, courses, lectures, tutoring, conference papers, articles, research reports, etc.

A summer school on television communication is also organized, every year in September. PhD students are invited to attend the school and to present papers during it.

For proposed activities you can visit: [www.circe.unito.it](http://www.circe.unito.it) or [www.lexia.to.it](http://www.lexia.to.it)

## Research at University of Torino

In Torino the Semiotics group of scholars carry out its own research activity within the Department of Philosophy and CIRCe, the Interdepartmental Centre for Research on Communication. Our Athenaeum offers several library services and, in particular, the Philosophy Library has a good number of texts concerning Semiotics and Philosophy of Communication.

The Research group is composed of full professors, researchers, lecturers, post-docs, research assistants and several PhD students and candidates.

As for ongoing and closed research projects and fields of interests we can suggest:

- intersections between semiotics and philosophy
- textual analysis of the Holy Writs and semiotics of religion
- semiotics of advertising and consumption, with trend studies
- narratology, theories of narration and their application on communication market
- cultural studies and gender studies
- urban semiotics and semiotics of space
- visual semiotics
- semiotics of audiovisual materials
- semiotics of cinema
- semiotics of culture/s
- interdisciplinary research on communication phenomena
- sociosemiotics.



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