COURSE OUTLINE

GMMD 317 — CULTURE AND COMMUNICATION

PREPARED BY: Christopher S. Sweeney

CANINO SCHOOL OF ENGINEERING TECHNOLOGY
GRAPHIC AND MULTIMEDIA DESIGN/DECISION SYSTEMS DEPARTMENT
April 2015
A. **TITLE:** CULTURE AND COMMUNICATION

B. **COURSE NUMBER:** GMMD 317  
   **SHORT TITLE:** CULTURE AND COMMUNICATION

C. **CREDIT HOURS:** 3

D. **WRITING INTENSIVE COURSE (OPTIONAL):** NO

E. **COURSE LENGTH:** 15 weeks

F. **SEMESTER(S) OFFERED:** SPRING AND FALL

G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:**  
   Three hours lecture

H. **CATALOG 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.

I. **PRE-REQUISITES/CO-COURSES:** 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.

J. **GOALS (STUDENT LEARNING OUTCOMES):**

   By the end of this course, the student will:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Institutional SLO</th>
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<tbody>
<tr>
<td>a. define semiotics and give detailed explanation of its concepts and methods</td>
<td>2. Critical Thinking</td>
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<tr>
<td>b. explain the concept of ideology and apply it to contemporary culture</td>
<td>2. Critical Thinking</td>
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<td>c. critically evaluate how ideas from semiotics and communication studies may be used in the analysis and interpretation of multimodal texts</td>
<td>2. Critical Thinking</td>
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<tr>
<td>d. analyze works of design through semiotic frameworks</td>
<td>1. Communication skills</td>
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<tr>
<td></td>
<td>2. Critical Thinking</td>
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<td>e. classify existing products with respect to their meanings in a broader system of objects</td>
<td>1. Communication skills</td>
</tr>
<tr>
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<td>2. Critical Thinking</td>
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K. **TEXTS**  

L. **REFERENCES:**

M. **EQUIPMENT:**
Technology enhanced classroom.

N. **GRADING METHOD:** (P/F, A-F, etc.) A-F

O. **MEASUREMENT CRITERIA/METHODS:**
1. In-class exercises
2. Projects
3. Participation
4. Formal essay

P. **DETAILED TOPICAL 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