Module code: MOD009581	Version: 1 Date Amended: 30/Oct/2023

1. Module Title

Deconstructing Communication

2a. Module Leader

Patricia MacCormack

2b. School

School of Humanities and Social Sciences

2c. Faculty

Faculty of Arts, Humanities, Education and Social Sciences

3a. Level

4

3b. Module Type

Standard (fine graded)

4a. Credits

15

4b. Study Hours

150

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

Communication seems natural. But it follows a structure, with rules of understanding and expressing meaning. This module will introduce you to semiotics and structuralism, which examine and deconstruct the structure of communication. You will apply theories of structuralism to a variety of forms of communication, written, spoken and visual, in order to explore the ways in which structures of language and image inform, develop and control society. You will be introduced to the work of, for example, Saussure, Barthes, Foucault, Derrida, Irigaray and others, to discover the history connecting the structure of communication with 'post'-structuralism, reflecting how oral and visual language creates and informs meaning. These ideas are then applied to various kinds of visual communication to investigate how written, spoken and visual language informs identity, difference, social inclusion and exclusion. By applying structuralism and post-structuralism to fine art, television, film, advertising, digital images and other representations of rhetoric and communication, you will advance your understanding of how all modes of communication structure the world. You will develop tools for challenging structures of language within a contemporary context. This opens spaces for new world views, for a general acceptance of difference, including gender, race, ability, sexuality and other elements of difference and diversity toward sustainable ethical futures.

6b. Outline Content

- What is communication and how do signs work

- Ways of analysing text and discourse through theories of structuralism as applied to linguistic and visual representation

- The nature of a theory and of what constitutes an explanation, historically contextualised through semiotics and through historical and contemporary visual and written communication

- Theories of meaning and how meanings are influenced by context and negotiated by speakers, including cultural context, genre context, subject position and visual methods of rhetoric

- Synthesis of information occurring in a variety of formats which bring together an address to and inclusion of different speaking and interpreting positions acknowledging gender, race, ability, sexuality and other positions

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Demonstrate awareness of semiotic approaches to the analysis of text, discourse and images
2	Knowledge and Understanding	Recognise some of the main theories of semiotics and structuralism and how meanings are influenced by context and negotiated by speakers, including an awareness of difference based on gender, race, class, ability, sexuality and other positions
3	Intellectual, practical, affective and transferrable skills	Explain how linguistic analysis is applied, authorised and legitimised in contexts such as canonical texts, politics, art and media
4	Intellectual, practical, affective and transferrable skills	Demonstrate the attitudes and skills to make informed decisions that reflect care, inclusivity, concern and responsibility for oneself, for others based on an ethics of difference, and for the environment, now and in the future

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2024/5	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence

Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	12	1-2	Weekly 1-hour lecture
Other teacher managed learning	12	1-4	Weekly 1-hour seminar
Student managed learning	126	3-4	Preparatory readings, further research, preparation of presentations and essays
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)
2000 word essay					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]