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**Federal State Autonomous Educational Institution for Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA
NAMED AFTER PATRICE LUMUMBA
(RUDN UNIVERSITY)**

FACULTY OF PHILOLOGY

COURSE SYLLABUS

MULTIMODAL COMMUNICATION

**Recommended by the Didactic Council for the Education Field of:
45.04.01 Philology**

**The course instruction is implemented within the professional education
programme of higher education:**

“Language and Culture: Theory and Practice” (in English)

1. COURSE GOAL:

The main goal of the course is to introduce students to key concepts and theories of semantics and semiotics, to get the students to know communicative situations and communicative acts and their semiotic functions. The course involves an integrative approach to the studies of sign systems of various origins and nature.

2. REQUIREMENTS FOR LEARNING OUTCOMES

The process of studying discipline “Multimodal communication” is aimed to form the following competences:

Table 2.1. List of competencies that students acquire in the course of mastering the discipline:

Competence Code	Competence descriptor	Competence formation indicators (within this course)
GC-3	Able to organize and manage the work of a team, developing a team strategy to achieve a set goal.	GC-3.4 Shares information, knowledge and experience with team members;
GC-7	Able to search for the necessary sources of information and data, perceive, analyze, memorize and transmit information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information received to solve problems; Able to assess information, its reliability, come to logical conclusions basing on incoming information and data.	GC-7.1. Searches for the necessary sources of information and data, perceives, analyzes, memorizes and transmits information using digital means, as well as using algorithms when working with data received from various sources in order to effectively use the information received to solve problems; GC-7.2. Evaluates information, its reliability, draws logical conclusions based on incoming information and data.
GPC-2	Able to use in professional (including pedagogical) activities knowledge of the modern scientific paradigm in the field of philology and the dynamics of its development, the system of methodological principles and methodological techniques of philological research.	GPC-2.2. Possesses the skills of reading and interpreting scientific works in the chosen field of philology.
PC-1	Is able to independently replenish, critically analyze and apply theoretical and practical knowledge in the field of the humanities for own scientific research.	PC-1.1. Independently finds scientific information in the field of philology and the humanities necessary for conducting his own research. PC-1.2. Able to apply the acquired knowledge for the selection, systematization and analysis of the collected data and information in accordance with the purpose and objectives of the study.

3. COURSE IN THE EDUCATIONAL PROGRAMME STRUCTURE:

The course is one of the core disciplines of Block 1 from the academic curriculum.

As part of the Educational Programme, students also master other disciplines and / or practices that contribute to the achievement of the planned results of mastering the discipline "Multimodal communication".

Table № 3.1. List of the Educational Programme components contributing to the achievement of the planned results of mastering the discipline

Code	Previous disciplines / modules, practice	Subsequent disciplines / modules, practice
GC-3	Theory and History of Linguistics	Research Work Pedagogical Training
GC-7	Information technologies	Methods of Linguistic Analysis Sourcing and Referencing
GPC-2	Philology in the System of Modern Humanities, Theory and History of Linguistics, General Linguistics	Discourse Analysis Comparative and Typological Linguistics Research Work Scientific and Research Training
PC-1	Philology in the System of Modern Humanities	Methods of Linguistic Analysis Sourcing and Referencing Basics of Lexicography Lexicography Methods Research Work, Scientific and Research Training

4. COURSE WORKLOAD AND TYPES OF ACADEMIC ACTIVITIES

The total course workload is 5 credits.

Table 4.1 Types of academic activities by periods of the Academic Programme mastering for full-time education

Kind of Training	Total	Semesters
		3
<i>Classroom-based studies, academic hours</i>	16	16
<i>including:</i>		
Lectures (L)	14	14
laboratory work (LW)		
practical work (PW)/ seminars (S)	14	14
Self-studies, <i>academic hours</i>	128	128
Control, <i>academic hours</i>	24	24
Total	<i>academic hours</i>	180
	<i>credits</i>	5

5. COURSE CONTENT

5.1. Content of the discipline by the type of educational work:

Title of course unit	Content of the course unit	Type of
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		academic activities
Basics of linguistic semiotics	Semiotic world view and its reflection in language. Semiology. Semiosis. Symbol as a sign.	L, S
Language as a sign system	Features and principles of linguistic sign. Signified and signifier / Signatum and signum. Types of linguistic signs: icons, indexes, symbols. Sign, meaning, valeur. Hierarchy of linguistic signs.	L, S
Communicative situation and communicative act and their semiotic functions.	Functions of language as a sign system: K. Bühler and R. Jakobson theories.	L, S
Multimodal communication	Combining visual and audial information. Genres of multimodal communication.	L, S
Image-centricity in contemporary multimodal practices	Image-centricity, intertextuality. Relative status of image and language.	L, S
Cognitive semantics	Basis of semantics in conceptualization. Imagery from the metaphoric source domain	L, S
Semantics as a study of meaning in Language	The Meaning of Meaning Model. Semantic network. Volumetric presentation of a word as the main meaningful unit. Universal relations in the Language system	L, S

8. TECHNICAL SUPPORT

It is necessary to have a computer or a laptop (with installed licensed software and the Internet) and a projector in a classroom.

Table 6.1. Technical Support of the course

Type of the classroom	Classroom equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline (if necessary)
classroom for Lectures	A classroom for lecture-type classes, equipped with a set of specialized furniture; board (screen) and technical means of multimedia presentations.	
Laboratory	A classroom for laboratory work, individual consultations, current control and intermediate certification, equipped with a set of specialized furniture and equipment.	

Classroom for seminars	A classroom for conducting seminar-type classes, group and individual consultations, current control and intermediate certification, equipped with a set of specialized furniture and technical means for multimedia presentations.
computer class	A computer class for conducting classes, group and individual consultations, current control and intermediate certification, equipped with personal computers (in the amount of ___ pcs), a board (screen) and technical means of multimedia presentations.
Classroom for self-studies	A classroom for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to the electronic educational system.

7. EDUCATIONAL-METHODOLOGICAL AND INFORMATION SUPPORT

Books and manuals:

Main

1. Dictionary of Semiotics / Martin Bronwen, Ringham Felizitas. - Книга на английском языке. -

London : Cassell, 2000 ; New York. - 177 p. - ISBN 0304706353 : 949.30. 3 copies

Semiotics the basics / Chandler Daniel. - 2 nd ed. ; Книга на английском языке. - London ; New York : Routledge, 2010. - 307 p. : il. - ISBN 978-0-415-36375-4 : 546.70. 3 copies

Optional

Jewitt, C. (Ed.). (2011). The Routledge handbook of multimodal analysis. Routledge/Taylor & Francis Group.

[https://books.google.ru/books?](https://books.google.ru/books?hl=en&lr=&id=GyrtDwAAQBAJ&oi=fnd&pg=PP1&dq=multimodal+communication&ots=dNahVU-ZH9&sig=xLEC2yGUiHWtjE0-3kD49Bi3m0g&redir_esc=y#v=onepage&q=multimodal%20communication&f=false)

[hl=en&lr=&id=GyrtDwAAQBAJ&oi=fnd&pg=PP1&dq=multimodal+communication&ots=dNahVU-ZH9&sig=xLEC2yGUiHWtjE0-3kD49Bi3m0g&redir_esc=y#v=onepage&q=multimodal%20communication&f=false](https://books.google.ru/books?hl=en&lr=&id=GyrtDwAAQBAJ&oi=fnd&pg=PP1&dq=multimodal+communication&ots=dNahVU-ZH9&sig=xLEC2yGUiHWtjE0-3kD49Bi3m0g&redir_esc=y#v=onepage&q=multimodal%20communication&f=false)

[https://books.google.ru/books?](https://books.google.ru/books?hl=en&lr=&id=GyrtDwAAQBAJ&oi=fnd&pg=PP1&dq=multimodal+communication&ots=dNahVU-ZH9&sig=xLEC2yGUiHWtjE0-3kD49Bi3m0g&redir_esc=y#v=onepage&q=multimodal%20communication&f=false)

[hl=en&lr=&id=GyrtDwAAQBAJ&oi=fnd&pg=PP1&dq=multimodal+communication&ots=dNahVU-ZH9&sig=xLEC2yGUiHWtjE0-3kD49Bi3m0g&redir_esc=y#v=onepage&q=multimodal%20communication&f=false](https://books.google.ru/books?hl=en&lr=&id=GyrtDwAAQBAJ&oi=fnd&pg=PP1&dq=multimodal+communication&ots=dNahVU-ZH9&sig=xLEC2yGUiHWtjE0-3kD49Bi3m0g&redir_esc=y#v=onepage&q=multimodal%20communication&f=false)

<https://www.degruyter.com/document/doi/10.1515/cog-2016-0063/html>

Internet resources

RUDN library online site <http://lib.rudn.ru>

The Free Encyclopedia www.wikipedia.org

Databases, search engines and reference data:

<http://www.elsevierscience.ru/products/scopus/>

<https://scholar.google.com/>

<https://www.researchgate.net/>

<https://publons.com/about/home/>

Educational and methodological materials for independent work of students in the development of the discipline/module:*

1. A course of lectures on the discipline "Multimodal communication".
2. Guidelines for the implementation of a final assignment of the discipline "Multimodal communication".

* all educational and methodological materials for independent work of students are placed in accordance with the current procedure on the page of the discipline in TUIS!

8. ASSESSMENT TOOLKIT AND GRADING SYSTEM* FOR EVALUATION OF STUDENTS' COMPETENCES

The assessment toolkit and the grading system* to evaluate the level of competences (competences in part) formation as the discipline results are specified in the Appendix to the internship syllabus.

* The assessment toolkit and the grading system are formed on the basis of the requirements of the relevant local normative act of RUDN University (regulations / order).

DEVELOPERS:

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