



## UNIVERSITI TEKNOLOGI MARA

### VCS502: SEMIOTIC IN ART AND CULTURE

<b>Course Name (English)</b>	SEMIOTIC IN ART AND CULTURE <b>APPROVED</b>
<b>Course Code</b>	VCS502
<b>MQF Credit</b>	2
<b>Course Description</b>	Art and Cultural Semiotics is a branch of communication theory that investigates sign systems and the modes of representation that humans use to convey feelings, thoughts, ideas, and ideologies. The broadening concept of this discourse will encourage the students to understand how visual communication operates to create meaning. Semiotic analysis looks for the cultural that underline art and other cultural expressions. It used semiotic interpretations to analyze the rich cultural meanings especially in art and Malay culture.
<b>Transferable Skills</b>	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts
<b>Teaching Methodologies</b>	Lectures, Discussion
<b>CLO</b>	CLO1 Understand the meaning of semiotic in art and culture CLO2 Engage students in the analysis of theories of art and culture elaborate within various philosophical and artistic traditions. CLO3 Understand the semiotic interpretation to analyze the rich cultural meanings especially in art and Malay culture.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Semiotic in Art &amp; Culture</b> 1.1) n/a	
<b>2. Definitions of Semiotic, Arts and Culture</b> 2.1) Definition of Symbolism	
<b>3. Semiotic Theory</b> 3.1) Ferdinand de Saussure (1857-1913) 3.2) Charles Sanders Peirce (1839-1914)	
<b>4. The Semiotic Field</b> 4.1) n/a	
<b>5. Sign and Signing</b> 5.1) Sign, Thought and Culture	
<b>6. Malay World View</b> 6.1) n/a	
<b>7. Islamic Design Principles and Motifs</b> 7.1) n/a	
<b>8. Ways of Meaning</b> 8.1) n/a	
<b>9. The Semiotic of Visual Art</b> 9.1) Visual Structures 9.2) Textual Structures	

## **10. The Semiotic of Malay Arts and Culture**

- 10.1) 1.Malay Woodcarving
- 10.2) Technique form and motif of Malay Woodcarving
- 10.3) Kukuran
- 10.4) 2.Symbolism of Malay House
- 10.5) Staircase of traditional Malay house
- 10.6) 3.Textile and Embroidery: Cultural significance of textile
- 10.7) Symbolism of Motif of songket
- 10.8) 4.Pottery
- 10.9) 5.Symbolism of Tepak Sireh
- 10.10) 6.Symbolism of Kris
- 10.11) 7.Symbolism of Kepala Perahu

Assessment Breakdown		%	
Continuous Assessment		100.00%	

  

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	30%	CLO1
	Assignment	n/a	30%	CLO2
	Presentation	n/a	40%	CLO3

  

Reading List	Recommended Text	2014, <i>Tradition &amp; Continuity, Woven and Decorated Textile of the Malay Peninsular</i> , IAMM Publication. Malaysia
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Umberto Eco 1997, <i>A Theory of Semiotics</i>, Macmillan London</li> <li>• Daniel Chandler 2007, <i>Semiotics: The Basic</i>, Routledge United Kingdom</li> <li>• David R. Dickens 1997, <i>Postmodernism and Social Inquiry; Semiotic and Postmodernism</i>, UCL Press London</li> <li>• Gunther R. Kress 2009, <i>Multimodality: A Social Semiotic Approach to Contemporary Communication</i>, Routledge United Kingdom</li> <li>• David Lidor 1999, <i>Elements of Semiotics</i>, St. Martin's Press New York</li> <li>• Jackson Barry 1999, <i>Art, Culture and the Semiotics of Meaning</i>, Palgrave Macmillan New York</li> <li>• Paul Goble; Litza Jansz 2004, <i>Semiotics for Beginners</i>, Icon Book United Kingdom</li> <li>• Sean Hall 2012, <i>This Means This, This Means That. A User's Guide to Semiotics</i>, 2nd Ed., Laurence King Publishing Great Britain</li> <li>• Balai Seni Lukis Negara 1995, <i>Barang Kemas Malaysia, Seni dan Warisan</i>, BSVN Kuala Lumpur</li> <li>• Datuk Syed Ahmad Jamal 2007, <i>Crafts and The Visual Arts, Volume 14</i>, Archipelago Press Singapore</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	