

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	School of Engineering		
<b>ACADEMIC UNIT</b>	Department of Mechanical Engineering		
<b>LEVEL OF STUDIES</b>	Undergraduate		
<b>COURSE CODE</b>	ΕΠΕΑΕΚ3	<b>SEMESTER</b>	9th
<b>COURSE TITLE</b>	Texts of art, science, culture		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		5	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).			
<b>COURSE TYPE</b> <i>general background, special background, specialized general knowledge, skills development</i>	Skills development, general literacy		
<b>PREREQUISITE COURSES:</b>	-		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	Greek		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	No		
<b>COURSE WEBSITE (URL)</b>	<a href="https://www.mie.uth.gr/?page_id=18518&amp;lang=en">https://www.mie.uth.gr/?page_id=18518&amp;lang=en</a>		

### (2) LEARNING OUTCOMES

#### Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area

- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

The target of the course is the students' familiarization with the analysis of various multimodal texts.

After the successful completion of this course students will be able to:

- Understand in depth the basic principles regarding the theory of semiotics as well as the theory of communication.
- Apply the knowledge acquired when analyzing verbal and non-verbal texts appearing in various fields, such as: science, art, constructions, advertisement, and all sorts of cultural products.
- Assess, analyze and correlate the above knowledge.
- Develop critical thinking skills, in order to interpret communication procedures useful in both the professional as well as in the wider social environment.
- Cooperate efficiently and effectively with fellow students when analyzing and presenting scientific topics or when undertaking various assignments.
- Perceive the meaning not only the notions of communication and particular those of intercultural communication.

#### General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and

sensitivity to gender issues

Criticism and self-criticism

<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>

The course aims to

- Search for, analysis and synthesis of data and information, with the use of the appropriate technology
- Working independently
- Decision making
- Working in an international environment
- Working in an interdisciplinary environment
- Criticism and self-criticism
- Production of free, creative and inductive thinking
- Production of new research ideas

### (3) SYLLABUS

#### I. Cultural Texts: theoretical and methodological approaches

1. verbal texts genres [poetry, narration, novel, short form, essay, etc.], literature vs science (characteristics)
2. Theoretical and Methodological Approaches to Analysis
  - 2.1. Semiotics, Perception, Psychoanalysis, Intercultural Communication
  - 2.2. Semiotic 'tools' (isotopies, etc.)
  - 2.3. Text, Intratext, Intertext: exploring the relation between text, messages, sender, receiver, Intratextual and Intertextual structures (cultural identities, gender identity, acceptance of diversity, immigration, emigration,
  - 2.4. Codification, interpretation, truth and time
3. Analysis of verbal and non-verbal text Ανάλυση λεκτικού και μη λεκτικού κειμένου:
  - 3.1. Literary text (a choice from European Literature), from literature to cinema
  - 3.2. Advertisement (billboards, published ads, electronic ones, tv spots), products promotion, symbols, minimalism.
  - 3.3. Painting, sculpture and their placement in exhibitions
  - 3.4. Art museums (objects of cultural inheritance, their selection and their display in space)
  - 3.5. Contemporary exhibitions on famous firms, commercial products and their importance, their target groups and expected outcomes.
  - 3.6. The meaning of cultural diachrony and the surrounding history
  - 3.7. The role of translators and interpreters in meaning production.
  - 3.8. Personal interviews. Managing the production of verbal and non-verbal texts.

#### II. The science of engineer as text: analysis and synthesis

1. Analysis of various scientific texts – analysis of communication
  - Scientific articles
  - Textbooks
  - Technical manuals
  - Popularization texts
  - Press articles
  - Oral presentation
2. Synthesis of the relevant texts mentioned in II.1
3. Science in non-scientific text (verbal or non-verbal)
  - 3.1. Science fiction (books, films, advertisement, etc.
  - 3.2. Literature
4. Other cases of scientific texts
  - 4.1. Scientific achievements as 'texts'.
  - 4.2. Research centers and Universities as 'texts'.

- 4.3 Science museums as 'texts'.
- 4.4 Buildings and constructions (workplaces, libraries, scientific labs etc.)
- 4.5 Products (design, materials selection) such as cars, mobile phones, and other consumer goods
- 4.6 Identity creation: logo selection

#### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of data projector and internet resources  Various exercises and supportive educational material are uploaded on the e-class platform of the University of Thessaly.  E-mail communication with the enrolled students	
<b>TEACHING METHODS</b> <i>The manner and methods of teaching are described in detail.          Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.           The student's study hours for each learning activity are given as well as the hours of non- directed study according to the principles of the ECTS</i>	<b>Activity</b>	<b>Semester workload</b>
	Lectures	70
	Assignments	35
	Research for materials	15
	Study	35
	Course total	150
<b>STUDENT PERFORMANCE EVALUATION</b>  <b>Description of the evaluation procedure</b>  <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other           Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	A. Extended written examination (85%) testing the students' ability of: presentation, argumentation and extrapolation critical thinking understanding basic Semiotics B. Short Written tests (15%) checking the students' ability to build essay writing	

#### (5) ATTACHED BIBLIOGRAPHY

**\_ Suggested bibliography:**

**In Greek**

Ευδωρίδου, Ε. & Καρακασίδης, Θ. (2017). Ακαδημαϊκή Γραφή, Σύνθεση & Ανάλυση Κειμένων Επιστήμης, Τέχνης και Πολιτισμού, Εφαρμογή Σημειωτικής Ανάλυσης, με παραδείγματα έκφρασης σε τέσσερις Ευρωπαϊκές γλώσσες, 3η έκδοση. Θεσσαλονίκη: εκδόσεις Τζιόλα.

- Ευδωρίδου, Ε. & Καρακασίδης, Θ. (2014). *Writing, écriture, scrittura*. Θεσσαλονίκη: εκδόσεις Τζιόλα.
- Ευδωρίδου, Ε. & Καρακασίδης, Θ. (2012). Τέχνη και Επιστήμη. Για τους Leonardo da Vinci, Galileo Galilei, Italo Calvino, Umberto Eco. Βόλος.

**In English**

- Benett, Janett M. & Benett, Milton J. (2004). *Developing intercultural sensitivity. An integrative approach to global and domestic diversity*. In Dan Landis, Janet M. Bennett & Milton J. Bennett (eds), *Handbook of intercultural training*. 3rd edition, 147-165. Thousand Oaks, London, New Delhi: Sage Publications, Inc.
- Burke, Peter (2008 [1979]). *Introduction: Concepts of continuity and change (The new Cambridge modern history, XIII Companion Volume)*. Cambridge: Cambridge University Press.
- Lemke, Jay L. (2000). *Opening up closure: Semiotics across scales*. In *Closure: Emergent Organizations and Their Dynamics (=Annals of the New York Academy of Science 901)*, J. Chandler and G. van de Vijver (eds), 100-111. New York Academy of Science Press.

***Related academic journals:***

- *Semiotica*
- *Journal of Communication*
- *Science Communication*