



# semiotic theories and advertising practices

erasmus  
intensive program

8th–20th  
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cyprus

## information leaflet

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### Endorsed by

Cyprus Semiotic Association  
Hellenic Semiotics Society

[www.semiotics-erasmus.com](http://www.semiotics-erasmus.com)



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# welcome to our erasmus intensive programme

“Develop a 13 days intensive programme for European students and explore the role of Semiotic theories in Advertising Communication,,

## Introduction

The current proposed Intensive Erasmus Program, Semiotic Theories and Advertising Practices (STAP) is the first one of its kind that brings together University academic experts and researchers to examine the broad subject of Semiotics in the context of Advertising Communication, from a variety of Semiotic perspectives and approaches.

The programme is coordinated by the Department of Multimedia and Graphic Arts at Cyprus University of Technology in collaboration with the Department of French Language and Literature at Aristotle University of Thessaloniki, Greece, the Southeast European Center for Semiotic Studies at New Bulgarian University, Bulgaria, the Department of Philosophy at University of Turin, Italy and the Department of Preschool

Education at University of West Macedonia, Greece. It is supported by the Semiotics &

Visual Communication Lab at Cyprus University of Technology, the Hellenic Semiotic Society and the Cyprus Semiotic Association.

The project covers transportation, accommodation and leaving expenses for all participating members and is offered for 6 ECTS. Upon successful completion of the programme, students will receive a certificate indicating that they have earned 6 ECTS.

## Who can apply?

Only active students from the participating universities are entitled to register, after agreement and approval from their local coordinator. Selected students should have their tickets bought and forms filled by 28th of February 2014. They can be of graduate or postgraduate level.

All participating students must be covered by a valid health and accident insurance policy or hold a European Health insurance scheme including repatriation fees, issued in their own country before arrival in Cyprus. It is compulsory to provide this evidence during registration with their local university IP coordinators. A visit to Hospital/ Clinic for medical reasons is only free to Governmental Hospitals in the event that students present their European Blue card (or health card). E.U. students, who have the European Medical Card E111, are entitled to free medical care by Cyprus national hospitals, upon presentation of the card and a valid passport/ id. Non-E.U. students, as well as

“Brings together academics, students and researchers to share scientific, historic and artistic interdisciplinary knowledge in the context of Semiotics and Advertising,,

E.U. students not in possession of the above card, must present a private medical insurance scheme including repatriation fess.

## Concept

The thematic area of the proposed Intensive Program is Semiotic theories and Advertising Practices and is explored under three main areas which are:

- (a) The role of the text
- (b) The role of the image
- (c) The role of image & text in synergy

## Objectives

Develop a 13 days intensive programme for European students of Humanities Arts and multimedia (30 students and up to 10 tutors) and explore the role of Semiotic theories in Advertising Communication. The Faculty of Applied and Fine Arts has a wealth of teaching and expertise within the field of semiotics and visual culture and therefore it is the fit and right choice for the coordination and host of STAP. Make students aware of the different semiotic theories, schools and perspectives in approaching, analyzing and understanding Advertising communication. Identify the importance of Semiotics in the construction of commercial and social Advertising.

Introduce students to the ways in which commercial and social advertising is formed, analysed and understood in

the context of contemporary culture. Enable students to understand the multidisciplinary nature of Semiotic Studies in Visual Communication and Advertising for persuasion. Bring together academics, students and researchers to share scientific, historic and artistic interdisciplinary knowledge in the context of Semiotics and Advertising. Place Cyprus on the map of Semiotic Studies and Research, not just in the European region but also in the international Semiotic community as a cross-road between Europe and middle-east. Equip students with additional, specialized knowledge in the field of Semiotics and Advertising to be used not just in the academic context but also within professional practice in the industry. Facilitate a strong international learning experience for future students Enrich participants' learning and competencies, and expose students and staff to wider perspectives and extend international knowledge and awareness Share good practices among partners and research methodology and enable engagement with local culture in the host country as well as demonstrate the ability to work in a multi-disciplinary team context.

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