

Semiotics Blogging in WordPress

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GOALS:

Semiotics is the study of signs including symbols, indexes, and icons. Semiotic analysis involves interrogating everything from the linguistic structure of signs to audio-visual metaphors in film and advertising.

Our blog attempts to apply theories we address in the course *Anthropology 240: Semiotics and Mediation* to contemporary linguistic and multi-media objects. So far our blog—a semiotic medium itself—has explored intermedial art, fictional language, the evolution of language, the semiotics of gesture, the language of robots, as well as sports and advertising.

DESCRIPTION:

We use our WordPress site at <http://blogs.vassar.edu/semiotics/> to present and discuss ideas and media related to class.

Each week one student will write a blog post up to 500 words responding critically to corresponding reading assignments. Blog posts are due on Tuesdays by 5pm. Each student must respond to the blog post with a short comment not to exceed 250 words.



Results and Conclusions:

In general, students respond well to media rich environments. The feedback for the WordPress site has been very positive. The multi-modal nature of the content of our blog seems to provide a dynamic stimulus for classroom discussion.

The WordPress site has served well as a framework for presenting, sharing and discussion media both inside and outside the classroom.

The students seem to rise to the challenge and write better arguments knowing their work will be reviewed and examined by their peers.