



Masters - semiotics of the communications industry - 120 credits / 4 semesters

Course Objectives

This Master's is a course in the language science department, which since its creation plays a leading role both in the development of the SDL department and in the CeReS department (*Centre de Recherches Sémiotiques* - Semiotic Research Centre), to which the master's programme is linked. For the department it is a programme of excellence, which since its creation in 2000 has been promoting fields of application and outlets for the language sciences, and more specifically semiotics, both in the professional field and in the research field (the master's programme includes a professional route and a research route). For CeReS, to which most of the full professors on the teaching team belong, the Master's degree is an interface between fundamental research, societal applications, and pedagogical applications. The very direct link to active research is one of the strengths of the master's programme, which justified its creation and development, setting it apart from comparable courses that are more rooted in semiology than in semiotics. The aim is to provide professionals with new tools for the analysis of discourse, practices and concurrences.

The current course is based on the work of the various currents that structure the field of semiotics. It offers general semiotics, as well as applied semiotics in various fields: texts, images, objects, practices, whether they are qualified as 'cultural' in the restricted and traditional sense (arts, literature, philosophy, science) or not: marketing, significant business packages, advertising. Thanks to the semiotic methodology applied by qualitative and ethnomarketing research, the professional path of the Semiotics of the Communications Industry Master's degree forms managers capable of bringing method and added value to the management problems of innovation, design and communication. Employment sectors: R&D departments of large companies, communications departments, polling institutes, communication consultancies (promotional, corporate, political), qualitative and quantitative research agencies and offices, design companies.

From M2 onwards, two sub-courses are set up, with a common core:

- A research sub-course
- A professional sub-course

Skills and Knowledge Acquired

Methodology of language science, information and communication science, knowledge of the relationship between semiotics and other human sciences, in particular cognitive sciences. Knowledge of different semiotic analysis models. Expertise in semiotic analysis of daily objects, interactions, creation of design and sound. Practice in qualitative studies, documentary research, the construction of relevant corpuses, and setting up and monitoring files. Areas of expertise: research in the human sciences, consultancy and applications in communication strategies, product and service innovation strategies.

Pre-Requisites

To be eligible to apply, you must have a degree at Bac+3 level.

Recommended Bachelor's degrees: Language sciences, information-communication, management, arts, literature and languages, social sciences, humanities, political science.

Applicant will be evaluated based on:

- The student's objectives and skills
- The nature and level of previous studies
- The motivation and coherence of their professional plans

Further Study

The doctorate is the natural extension of the research career. Doctoral students register, write and defend their work within the work as part of the "Cognition, behaviour, Languages" Doctoral school (PRES Limousin Poitou-Charentes). Co-supervision is possible. Graduate students who have followed the professional pathway may, under certain conditions, pursue doctoral PhD research in the field of semiotic practices in communication and marketing. They may join other schools specialising in communication practices (*Sup de Pub, Ecole de la communication de L'IEP Paris*, for example).

Career Options

The 'research' pathway (master 2) prepares students primarily for teaching and research in higher education establishments in France, the European Union and abroad. It can also open the door to a range of careers which require expertise in analysing discourse, subjects and practices, as well as skills in advertising on communication and innovation strategies.

The professional pathway trains research managers in qualitative research institutes or in companies, strategic planners, project managers in advertising agencies, design agencies, interactive communications agencies, and brand strategy consultants.

Priorities of the Teaching Team

To train students in the issues and methods of semiotic research. To develop expertise in specialised documentary research, assembling a corpus and the development of argumentation practices. Professionals are heavily involved in the teaching of the "pro" course. Managers or employees of research agencies and firms specialising in opinion research, image, brand, product, and corporate research, marketing and communication research, they also come from the R&D departments of large companies and SMEs, or the strategic planning departments of major communications consultancies (TBWA, Saatchi, Publicis, etc.). They also teach at the *Grandes Écoles de Commerce* (Essec Business School, Escp-Europe IEP Paris).

Study Abroad

Work placements may be carried out abroad; students may also spend a semester studying abroad.

Course Structure

Two work placements are planned during the course. A compulsory work placement in Master 2: 560 hours (four months). An optional work placement in Master (4 weeks, or 140 hours maximum).

These two placements may be carried out in France or abroad; they must take place in a placement requiring expertise in the Master's field (culture, communication, strategy, etc.).

Document updated December 2022

Students

The practice of semiotics makes it possible to analyse and understand a wide range of texts, objects and behaviour of our environment. For the graduates of this professional pathway, the course provides a competitive advantage over traditional research and consultancy courses.

Further Information

Valéria De Luca

Course Director

valeria.de-luca@unilim.fr

Faculty of Arts and Humanities

39e Rue Camille Guérin

87036 Limoges cedex

www.flsh@unilim.fr

Target Audience

Higher education students

Continuous professional training

Timetable

Average workload of course:

Master 1: up to 15 hrs per week

Master 2: up to 15 hrs per week