UNIVERSITY OF VILNIUS

Jean-Paul Petitimbert

**APPLIED SEMIOTICS**

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| **Sessions (1,5h)** | **Topic** | **Time** |
| Session 1 | Semiotics of branding | **14**/05/2020 **17-18.30 h** |
| Session 2 | The marketing use of the semiotic square 1 (packagings, logos) | **18**/05/2020**17-18.30 h** |
| Session 3 | The marketing use of the semiotic square 2 (advertising)  | **19**/05/2020**15-16.30 h** |
| Session 4 | From the semiotic square to the narrative schema (axiology and actants) |  **21**/05/2020**17-18.30 h** |
| Session 5 | The marketing use of the narrative schema 1 (packaging) | **25**/05/2020**17-18.30 h** |
| Session 6 | The marketing use of the narrative schema 2 (brand positionings) | **26**/05/2020 **15-16.30 h** |
| Session 7 | From the narrative schema to the discursive level (actors vs actants) | **28**/05/2020 **17-18.30 h** |
| Session 8 | The marketing use of the narrative trajectory (Brand platform) |  **1** /06/2020**17-18.30 h** |