

Cognition and Semiotics

MA Cognitive Semiotics, Fall 2020

Lecture 13

Monday Nov 30th

Overview

- Today's lecture: Recap – final lecture!
 - Brief overview of our semester
 - Going over the exam
 - Writing your papers
 - Semiotic quiz: Recap of themes
 - End Evaluation
 - Q/A (spørgetime)

Course plan

- This course has been set to cover **interpersonal aspects of human behaviour and cognition** and the domain of **experimental cognitive semiotics** (~50/50)
 - central concepts in the interface between cognitive science and cognitive semiotics (with a splash of linguistics and biology)
 - The first half will be more Cognitive Science-based and the second more Semiotics-based
 - Doesn't mean that cognition and semiotics can be fully separated
- We will aggregate and move up in 'levels of description'
- Course plan for the semester is as follows:

Course topics were the following:

- **Concepts in interpersonal cognition and behaviour I + II**
- **Group and crowd cognition I + II**
- **Cultural dynamics of interacting minds I + II**
- **Semiotics in the lab I + II**
- **Cognition and human meaning-making I + II**
 - writing + reviewer bootcamps
- **Biology, culture and cognition**
- **Extended and Distributed cognition**

Exam preparation in the course

- **Written assignments**
- **Mock exams**
- **Peer review**

Exam in Cog & Sem (2020)

- The exam consists of a written, set take-home assignment – the student is given a **question at the beginning of the exam via Digital exam** (a selection from a number of questions)
- Length: **10-13 standard pages** (1 page = 2400 characters incl spaces)
 - Rules: <https://studerende.au.dk/en/studies/subject-portals/arts/exams/regulations/>
- The examination is conducted in either English or Danish, according to the preference of the student.
- Duration: **1 week** (7/1 - 14/1)

Please explain
what you
mean clearly!



Co-examiner

Exam questions

- I have devised 5 different questions relating to the various topics that we have covered
 - You choose one!
- Each question asks you to elaborate on a particular broad topic or notion,
 - and then also asks you to choose one of three possible topics to describe on more detail
- You are *encouraged* (but not required) to include relevant examples from, and relationships to, other topics of the course curriculum
 - besides the primary material for the chosen question

Exam in Cog & Sem

- Please write to a naïve reader, demonstrating
 - Your **understanding of key concepts** by *explaining* them and/or giving examples/context
 - Your **understanding of the course literature** by *discussing* the concepts to the relevant literature and elaborating on key points from that literature (empirical/theoretical)
 - Your **ability to reflect on the relevant notions, concepts, distinctions, etc.** by discussing their relationships to fx.
 - your **independent** observations or well-argued opinions
 - other either **consistent or opposing ideas**
 - possible **open questions** in the field (future research directions)
 - **Implications/ applications** in real-world (why is it important?)



Exam in Cog & Sem

- Please write to a naïve reader, *demonstrating*
 - Try to structure the paper in a clear and intuitive manner – including metatext
 - See e.g. Lecture 9
 - Pay attention to your language and spelling, and get someone to proof-read!
 - Obey the limit on length
 - Remember to cite your references and write in your own words
 - Pay attention to the general feedback that was given in Lecture 10 as well!



Exam in Cog & Sem

- You may include figures from papers

- Just reference your sources
- *Number and caption them*



"If you can't say anything peer reviewed about your work, don't say anything at all."

- For **references** use a style guide, preferably
 - APA (The American Psychological Association) style guide:

<https://owl.english.purdue.edu/owl/resource/560/01/>

See Lecture 10

- Broadly: For articles, only the journal name is in *italics*
 - Fx: Longden, K. D. (2016). Central brain circuitry for color-vision-modulated behaviors. *Current Biology*, 26(20), 981-988.
- For books, only the book title is in *italics*
 - Fx: Tomasello, M. (2009). *The cultural origins of human cognition*. Harvard university press

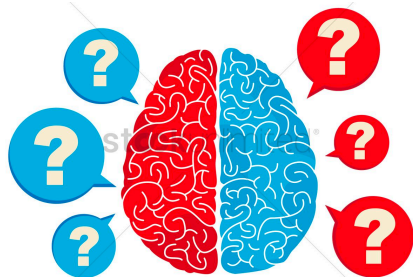
Exam in Cog & Sem

- Questions about this?
- We will also have a Q/A session in the end

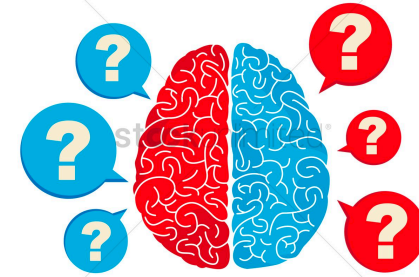
Please explain
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External examiner



Time for a quiz



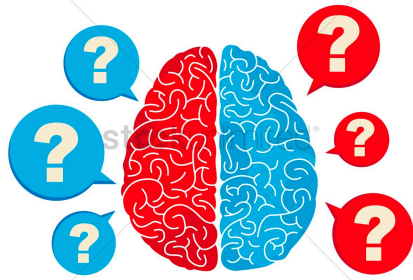
In teams!

Write down your answers and say DING when the full answer is written down

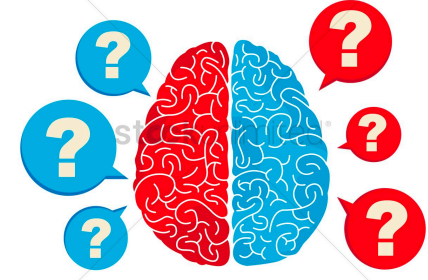
Then the group gets a chance to answer – anyone else who also has *written* the right answer, gets points

If you say DING too soon, or cheat by writing after the STOP, there's penalty points

There are also Bonus points...!



Time for a quiz



Congratulations!

Find the quiz here:

<https://jeopardylabs.com/play/cognition-and-semiotics-ii-grand-quiz>

End evaluations

- Please add comments on what could be improved and what worked well
- Volunteer student representative?

Questions and open discussion (spørgetime)

Thanks and good luck with exams