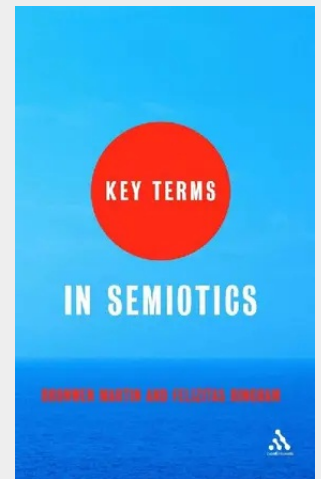


Key Terms in Semiotics

'The clear language of Key Terms in Semiotics and its many specific examples make this succinct survey of semiotics, theory and rhetoric an invaluable tool for scholars and students.' Thomas F. Broden, Purdue University, USA. What is semiotics? This term is applied in a wide range of disciplines from literary theory and film to law, architecture and communication studies. But what does it actually mean and how can we use it? Key Terms in Semiotics provides exactly the information that a student needs when encountering semiotics for the first time or as a more advanced reader wishing to do in-depth readings. The book has: - an introduction providing a brief historical overview of the field and an explanation of what semiotic theory actually is - definitions of Key Terms in semiotics with practical examples and illustrations of each, ranging from the simple to the more complex - outlines of the work of Key Thinkers including Saussure, Barthes, Greimas and Merleau-Ponty - an example of the practical application of semiotics to the text.

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