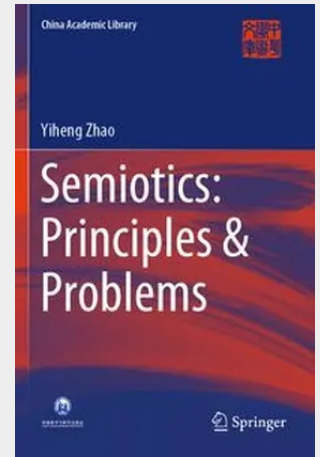


Semiotics: Principles & Problems

This book attempts to build semiotics on a new foundation, which is "meaning-making". At the very beginning, the central terms of signs and semiotics are redefined, as the old definition for sign (one thing standing for another) is far from satisfactory. Sign is a perception that is regarded as carrying meaning. In this way, semiotics, now built on the foundation of meaning-making and meaning-cognition, is a science of meaning. All the principles are now under the scrutiny of the new definition, and many issues are answered more succinctly. Therefore, the new definition is extended to the new fields of cultural activities in human society, and a series of problems arise.

This book intends to discuss and explore these questions, such as the "middle reclining" in the cultural markedness, the sliding of motivation in art, the difficult distinction between falsehood and untruthfulness, and the driving force of modernization in China.

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