



Semiotics: The Basics

Daniel Chandler

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Using jargon-free language and lively, up-to-date examples, *Semiotics: The Basics* demystifies this highly interdisciplinary subject. Along the way, the reader will find out:

- * What is a sign?
- * Which codes do we take for granted?
- * What is a text?
- * How can semiotics be used in textual analysis?
- * Who were Saussure, Peirce, Barthes and Jakobson - and why are they important?

Features include a glossary of key terms and realistic suggestions for further reading. There is also a highly-developed and long-established online version of the book at: www.aber.ac.uk/media/Documents/S4B.

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