



This Means This, This Means That: A User's Guide to Semiotics

Sean Hall

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Semiotics is the theory of signs, and reading signs is a part of everyday life: from road signs that point to a destination, to smoke that warns of fire, to the symbols buried within art and literature. Semiotic theory can, however, seem mysterious and impenetrable. This introductory book decodes that mystery using visual examples instead of abstract theory. Read straight through or dipped into regularly, this book provides practical examples of how meaning is made in contemporary culture.

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