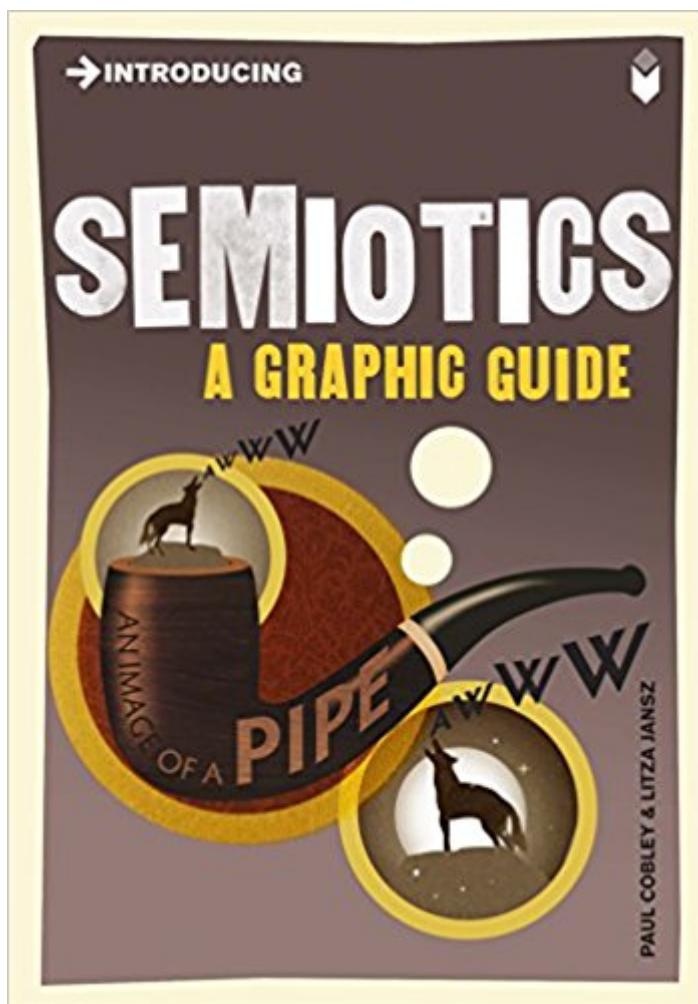


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Introducing Semiotics: A Graphic Guide (Introducing...)



Synopsis

"Introducing Semiotics" outlines the development of sign study from its classical precursors to contemporary post-structuralism. Through Paul Cobley's incisive text and Litza Jansz's brilliant illustrations, it identifies the key semioticians and their work and explains the simple concepts behind difficult terms. For anybody who wishes to know why signs are crucial to human existence and how we can begin to study systems of signification, this book is the place to start.

Book Information

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Customer Reviews

This work gave a good basic introduction to the complicated field of semiotics. I found the art useful and entertaining.

What I like about these series of books is that people who write them cut the "professional" jargon and get straight to the point. Then, one can use the bibliography to delve further into the subject being addressed.

Excellent introduction

I enjoyed this book.

I wish I could give this book a higher rating than 3 because it's a fascinating subject and I learned a lot. But the book needed to use far more examples and analogies to help clarify its heady concepts. In fact, the introduction of each new concept should have been followed by an example. The book did this well in the first half, such as with its explanations of Greek myths, but the second half of the book lacked enough examples. Good book but it should have been better.

Most of the "graphics" in this book are just poorly drawn black & white cartoons meant to be funny rather than examples that help clarify the concepts in semiotics.

School book!

Arrived as expected. Descriptions are very insightful and the illustrations give further reasoning of text. A great guide for beginners of the topic. Provides basic theories of linguists/philosophers contributing to the field. Recommended reading as an introduction to any linguistics sub-field.

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