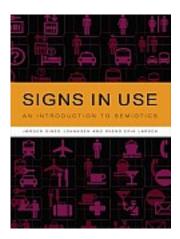# Signs in Use: An Introduction to Semiotics

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All organisms, from bees to computer networks, create signs, communicate, and exchange information. The field of semiotics explores the ways in which we use these signs to make inferences about the nature of the world. Signs in Use cuts across different semiotic schools to introduce six basic concepts which present semiotics as a theory and a set of analytical tools: code, sign, discourse, action, text, and culture. Moving from the simplest to the most complex concept, the book gradually widens the semiotic perspective to show how and why semiotics works as it does.

作者介绍:

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