

Messages, Signs, and Meaning, Third Edition

A Basic Textbook in Semiotics and Communication Theory



Messages, Signs, and Meanings can be used directly in introductory courses in semiotics, communications, media, or culture studies. Additionally, it can be used in courses dealing with cognate areas of investigation (psychology, mythology, education, literary studies, anthropology, linguistics) as a complementary or supplementary text. The text builds upon what readers already know intuitively about signs and then leads them to think critically about the world in which they live — a world saturated with images of all kinds that a basic knowledge of semiotics can help filter and deconstruct. The text also provides opportunities for readers to do hands-on semiotics through the exercises and questions for discussion that accompany each chapter. Biographical sketches of the major figures in the field are also included, as is a convenient glossary of technical terms.

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Reviews

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