



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

By Sean Hall

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Semiotics is the theory of signs. Signs are amazingly diverse: from simple road signs that point to a destination, to smoke that warns us of fire, to the culturally-conditioned symbols buried within art and literature. Our reading of signs is very much a part of everyday life. Yet semiotics is often perceived as a mysterious science. This introductory book decodes the mystery of semiotics using visual examples instead of abstract theory.

Divided into 75 key semiotic concepts, each section of the book begins with a single image or sign, accompanied by a question that invites us to interpret what we are seeing. Turning the page, we can compare our response with the theory behind the sign. In this way, we actively engage in creative thinking. Read straight through or dipped into regularly, this book provides practical examples of how meaning is made in contemporary culture.

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This Means This, This Means That: A User's Guide to Semiotics By Sean Hall Bibliography

- Sales Rank: #1173482 in Books
- Brand: Brand: Laurence King Publishers
- Published on: 2007-10-04
- Original language: English
- Number of items: 1
- Dimensions: 10.40" h x .80" w x 7.50" l, 1.10 pounds
- Binding: Paperback
- 176 pages

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Editorial Review

About the Author

Sean Hall is Deputy Head of Department and Leader in Contextual Studies in the Department of Design at Goldsmiths College, University of London. He was formerly a lecturer in Philosophy at Balliol College, Oxford. As a practicing artist, he has exhibited at the V&A, the Royal Academy and the Whitechapel Gallery, all London.

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