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# This Means This, This Means That: A User's Guide To Semiotics



## Synopsis

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.

## Book Information

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## Customer Reviews

This is the 4th book I read after deciding I wanted to look into social movements like Post Modernism, Modernity, Modernism in general and the 2nd book I've read on Semiotics and I found the chapters in this book lacking depth on the topics its trying to cover, you'd be better off reading Wikipedia. There are a list of ideas/topics the book attempts to talk about but there is no actual discussion, each chapter defines a topic, gives an example and moves on to the next one. No context is given, nothing is tied together with each other or to a greater concept, its not that this book is necessarily a 'simple introduction' to these ideas for people new to the concepts, its just a list of definitions.

I have several books on the subject and this is one of the better ones. I am always suspicious when philosophy and critical theory is written in a manner that seems more bent upon obfuscation than clarity. This publication goes out of its way to help the reader understand its many 'squishy' ideas and examples. It is likely that the readers will still have many questions after finishing this book, but

they will certainly have a much stronger foundation as well.

Sean Hall did a good job of choosing images for the book's content. Every other page has a good quality image on it & I was very surprised at how well made this book is. The pages are thick and sturdy, with a nice finish. There are new vocab words to learn nearly every other page. It's full of useful information, especially for anyone writing about semiotics.

This was a fun book to read. Some of the subject matter I havd seen before, but there was new material too. Very informative.

This is a very clear, accessible and well-designed guide to semiotics. Would recommend this book for entry to mid-level design students.

More of a pleasant, decorative "coffee-table" type book with a little bit of introductory information than a serious guide to anything.

great book-very helpful through examples and simple, logical layout.great for information design introduction & fosters exploration.

I live in a photographic world: teach photography in the main art school in my city, work as a photo curator since God knows when, etc. And I have seen with horror how semiotics have become, starting from being a sistem of analisis to be the object of study instead of what it was analyzing in the begining. When that happens in photo, the ones first fascinated by the laws and the names -triad, Pearce- ended totally alienated incapable of producing just one single image... equivalent to blind, imagination and freedom totally out of the equation. Yes I declare myself 'anti-semiotic'. And then I found this surprising book. It si fun to read, with just the exact level of semiotic a creative, a student of comunication or a young artist would want: how we represent and read, how the meaning is constructed.... but always keeping in mind that the important part is the message not is structure, what we see, not empty laws about the sign...Really a must in the classroom, it is far from the semiotic dogma, and close to !creativity!!!!Far form a text made of full academic notes, it is one page image and a question, the next the explanation and more examples, more image than any other thing.

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