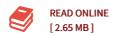




The Quest for Meaning: A Guide to Semiotic Theory and Practice (Paperback)

By Marcel Danesi

University of Toronto Press, Canada, 2007. Paperback. Condition: New. Language: English. Brand new Book. Semiotics is the study of the most critical feature of human consciousness - the capacity for creating and using signs such as words and symbols for thinking, communicating, reflecting, transmitting, and preserving knowledge. The Quest for Meaning is designed as a guide to basic semiotic theory and practice, discussing and illustrating the main trends, ideas, and figures of semiotics. Written as an introduction to the field, this study makes an otherwise complex discipline accessible to the interested reader. Marcel Danesi examines the various themes, concepts, and techniques that constitute current semiotic theory, and does so in lucid, easy to follow language. Cross-references between topics show the interconnectedness of many aspects of semiotic practice with a view to easing the understanding of the subject as a whole. Logically organized, Danesi treats such things as food, clothing, mathematics, and popular culture to semiotic readings, providing basic examples of how the discipline can be applied in everyday life. As a step-by-step introduction, The Quest for Meaning is the definitive guide for students and teachers exploring semiotics at the undergraduate level and beyond.



Reviews

It is an awesome publication which i actually have ever read through. it had been writtern really properly and valuable. I found out this book from my i and dad recommended this pdf to discover.

-- Doyle Schmeler

This book is definitely not simple to begin on studying but quite fun to see. I actually have read and that i am sure that i will gonna read through yet again once again in the foreseeable future. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Brennan Koelpin