



## Semiotics : The Basics

By Daniel Chandler

Taylor & Francis Ltd. Jun 2017, 2017. Taschenbuch. Condition: Neu. Neuware - The third edition of this bestselling textbook has been fully updated. In response to popular requests, this edition has more than double the number of illustrations and includes study suggestions at the end of each chapter. Using jargon-free language and lively up-to-date examples, *Semiotics: the Basics* demystifies this highly interdisciplinary subject and addresses questions such as: What are signs and codes? How does connotation work? What can semiotics teach us about representation and reality? What tools does it offer for analysing texts and cultural practices? Who are Saussure, Peirce, Jakobson, and Barthes - and why are they important? This new edition of *Semiotics: the Basics* provides an engaging and accessible introduction to this field of study, and is a must-have for anyone coming to semiotics for the first time. 331 pp. Englisch.



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