



Introducing Semiotics: A Graphic Guide (Introducing...)

Paul Cobley

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"Introducing Semiotics" outlines the development of sign study from its classical precursors to contemporary post-structuralism. Through Paul Cobley's incisive text and Litza Jansz's brilliant illustrations, it identifies the key semioticians and their work and explains the simple concepts behind difficult terms. For anybody who wishes to know why signs are crucial to human existence and how we can begin to study systems of signification, this book is the place to start.

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