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Altri autori (Persone)	LarsenSvend Erik GorleeDinda L IronsJohn
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and culture: from object to sign; What is cultural semiotics?; The borders of culture; The codes of culture
Nature's tale Cultural borders and cultural change; Glossary; Biographies; Bibliography; Index

Sommario/riassunto

Signs in Use is an accessible introduction to the study of semiotics. All organisms, from bees to computer networks, create signs, communicate, and exchange information. The field of semiotics explores the ways in which we use these signs to make inferences about the nature of the world. Signs in Use cuts across different semiotic schools to introduce six basic concepts which present semiotics as a theory and a set of analytical tools: code, sign, discourse, action, text, and culture. Moving from the most simple to the most complex concept, the book gradually widens the
