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Sommario/riassunto

This book is the result of selective research papers that were presented at the First International Conference on Semiotics and Visual Communication at the Cyprus University of Technology in November 2011. The conference was structured around the theme from theory to practice, and brought together researchers and practitioners who study and evaluate the ways that semiotic theories can be analysed, perceived and applied in the context of various forms in visual communication. Within a semiotic...
