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Autore	Martin Bronwen
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Sommario/riassunto	What is semiotics? This term is applied in a wide range of disciplines from literary theory and film to law, architecture and communication studies. But what does it actually mean and how can we use it? <I>Key Terms in Semiotics </I>provides exactly the information that a student needs when encountering semiotics for the first time or as a more advanced reader wishing to do in-depth readings.