

The book was found

Signs: An Introduction To Semiotics (Toronto Studies In Semiotics And Communication)



Synopsis

The interpretive science of semiotics offers powerful analytical tools for the application of many disciplines to the study of perception. Semiotics is the study of signs, and as such, is of relevance to a wide spectrum of scholars and professionals, including social scientists, psychologists, artists, graphic designers, and students of literature. Semiosis - the production and interpretation of linguistic and visual signs - is innate to human beings of all societies. From the simplest of hand gestures to the most complex diagrams and charts, the sign is key to the communication of ideas. Thomas A. Sebeok examines, in an engaging, readable style, how the sign mediates between bodily experience and abstract thought. This updated second edition of *Signs* combines some of Sebeok's most important essays with a new general introduction, introductory passages at the outset of each chapter, a glossary, and brief biographies of the major semioticians. From an overview of the discipline to a more detailed exploration of sign categories, the author powerfully demonstrates the co-dependency of verbal and non-verbal communication. Aimed primarily at undergraduate and graduate students, this engaging book also has plenty to offer any general reader who is interested in exploring and analyzing the complex sign systems we so often take for granted.

Book Information

Series: Toronto Studies in Semiotics and Communication

Paperback: 216 pages

Publisher: University of Toronto Press, Scholarly Publishing Division; 2nd edition (December 22, 2001)

Language: English

ISBN-10: 0802084729

ISBN-13: 978-0802084729

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 11.4 ounces (View shipping rates and policies)

Average Customer Review: 3.0 out of 5 stars 1 customer review

Best Sellers Rank: #718,869 in Books (See Top 100 in Books) #192 in Books > Reference > Words, Language & Grammar > Semantics #2524 in Books > Reference > Words, Language & Grammar > Communication #5045 in Books > Politics & Social Sciences > Social Sciences > Communication & Media Studies

Customer Reviews

Thomas A. Sebeok is Distinguished Professor Emeritus of Linguistics and Semiotics at Indiana University. He has written numerous articles and books, and is world-renowned as an authority on semiotics.

"Semiotics is not about the 'real' world at all, but about complementary or alternative actual models of it... semiotics never reveals what the world is, but circumscribes what we can know about it."Through SIGNS, Sebeok brings together the ideas of experience and abstract thought using the perspective of semeology: the doctrine of the sign. He traverses the sectors of language, psychology, biology (including entomology- yes, rather bizarre) and others to reveal the complex nature of the sign in a coherent prose that I would say caters to a broad spectrum of readers. Sebeok is successful towards constructing an introduction to signs and provides a tremendous genealogy of its supposed origin (through the Greek physician Hippocratis to the (structuralist?) Ferdinand Saussure), but you wonder: why have I given him only 3 stars? I would have easily given him another star (to make 4), but, alas, I do roll with a bias. I give Sebeok 3 stars because I came into this book from the French post-structuralist perspective after reading Roland Barthes' S/Z (A 200+ page deconstruction of a 30 page Honore de Balzak short story). Barthes' beautifully lucid prose (though quite thick, haughty, and as usual, referenceless) hides the theoretical (and rather controversial) body of the text, but his fearless (and conceited) approach steals the attention of my adolescent aspirations to become a sophisticated individual. At times I found Sebeok quite dull and his sporadic sense of humor mild, but as I bracket my emotions from the text I discover that from reading this book my conception of "signs" has become quite solid. If you go for this book- go for the 2nd edition (came out in 2001 i believe) it includes a Basic Notions chapter and glossary for those new in the field. I also recommend the "Fetish Signs" chapter- very interesting.

[Download to continue reading...](#)

Signs: An Introduction to Semiotics (Toronto Studies in Semiotics and Communication) Semiotics and Communication: Signs, Codes, Cultures (Routledge Communication Series) Toronto 25 Secrets - The Locals Travel Guide For Your Trip to Toronto (Ontario - Canada): Skip the tourist traps and explore like a local : Where to Go, Eat & Party in Toronto 2016 Toronto 2017 : 20 Cool Things to do during your Trip to Toronto: Top 20 Local Places You Can't Miss! (Travel Guide Toronto- Canada) Astrology: Understanding Zodiac Signs & Horoscopes To Improve Your Relationship Compatibility, Career & More! (Astrology, Zodiac Signs, Horoscopes, Compatibility, ... Spirit, Crystals, Star Signs, Relationship) Communication and Communication Disorders: A Clinical Introduction (4th Edition)

(Allyn & Bacon Communication Sciences and Disorders) StreetSmart Toronto May by VanDam - City Street Map of Toronto, Ontario, Canada - Laminated folding pocket size city travel and subway map with all attractions, museums, hotels and transit map Top 12 Things to See and Do in Toronto - Top 12 Toronto Travel Guide Toronto Travel Guide: Wanderlust Toronto Travel Guide With Niagara Falls, Tobermory, Muskoka, and Ottawa Toronto Travel Guide: Wanderlust Toronto Travel Guide with Niagara Fall, Tobermory, Muskoka, and Ottawa (Volume 1) The Big 50: Toronto Blue Jays: The Men and Moments that Made the Toronto Blue Jays Toronto Travel Guide 2018: Shops, Restaurants, Arts, Entertainment and Nightlife in Toronto, Canada (City Travel Guide 2018) 100 Years in Blue and White: A Century of Hockey in Toronto (Toronto Star Collection) Toronto Travel Guide 2015: Shops, Restaurants, Arts, Entertainment and Nightlife in Toronto, Canada (City Travel Guide 2015) Toronto Book of Everything: Everything You Wanted to Know About Toronto and Were Going to Ask Anyway Toronto Travel Guide 2017: Shops, Restaurants, Arts, Entertainment and Nightlife in Toronto, Canada (City Travel Guide 2017) Big 50: Toronto Blue Jays: The Men and Moments that Made the Toronto Blue Jays (The Big 50) Toronto: Cities, Sights & Other Places You Need To Visit (Canada,Vancouver,Toronto Montreal,Ottawa,Winnipeg,Calgary Book 3) Streetwise Toronto Map - Laminated City Center Street Map of Toronto, Canada (Streetwise (Streetwise Maps)) Toronto Travel Guide: The Top 10 Highlights in Toronto (Globetrotter Guide Books)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)