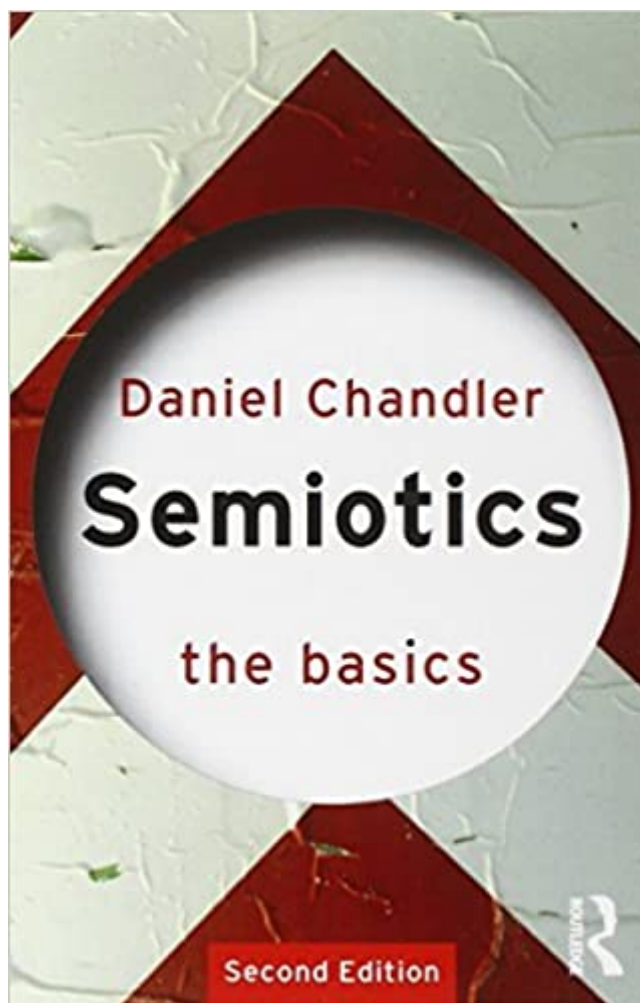


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# Semiotics: The Basics



## Synopsis

This updated second edition provides a clear and concise introduction to the key concepts of semiotics in accessible and jargon-free language. With a revised introduction and glossary, extended index and suggestions for further reading, this new edition provides an increased number of examples including computer and mobile phone technology, television commercials and the web. Demystifying what is a complex, highly interdisciplinary field, key questions covered include: What is a sign? Which codes do we take for granted? How can semiotics be used in textual analysis? What is a text? A highly useful, must-have resource, *Semiotics: The Basics* is the ideal introductory text for those studying this growing area.

## Book Information

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## Customer Reviews

'A very useful book, not only for those who wish to find out about semiotics, but also for those interested in finding out how language or any other sign system is far from being a neutral means of communication.' - Juan A. Prieto-Pablos, University of Seville, Spain 'The book is well written and up-to-date, without unnecessary verbosity or jargon, and yet reflects the complexity of the field and its problems.' - Journal of Pragmatics 'This an excellent basic introduction to the subject, with a good glossary, an index, and a list of further reading.' - www.mantex.co.uk 'Chandler's *Semiotics: The Basics* is an outstanding introduction to the field for students new to cultural studies. It is an ideal classroom text, and it covers a great deal of ground quickly while avoiding oversimplification or a specific and narrow agenda... There is no better introduction to semiotics anywhere.' - Professor

Gregory Eiselein, Kansas State University, USA Â

Daniel Chandler is a Lecturer in the Department of Theatre, Film and Television Studies at the University of Wales, Aberystwyth.

I have read maybe a dozen books about semiotics and I must say this is the best yet. It is both easy to understand and surprisingly comprehensive given the topic. His book is so good that I bought the second edition of the book when it came out even though its available for free online. My sister is even using this book for as part of the required readings for a graduate level university course she is teaching and I know she isn't the only professor on the faculty to do so.

A great book about the subject. Not many examples but all the theory needed. A really great reference book for all.

This was a required text for a course I am taking. The author does a good job highlighting the major contributors and movements in the study of semiotics.

Good introductions n to semiotics.

This book provides pertinent, yet readable information on the fascinating topic of semiotics. He explains, by employing various theories the fundamentals of Semiotics. Though readable, it takes time to digest the complexities of how signs influence text, culture and other branches of science.

This book provides an excellent overview to the subject of semiotics. Chandler manages to bring this very large and disparate field together in one well-written book. Highly recommend it!

Complicated subject matter brought "down" to a level I believe anyone can grasp (especially if I can) making it a fantastic read on a fascinating subject.

This book is an exceptional primer on the study of signs, which was popularized by the Swiss linguist Ferdinand de Saussure and American philosopher Charles Sanders Peirce. To learn semiotics is to open a door to understanding human communication.

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