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Using both verbal and nonverbal techniques to make its messages as persuasive as possible, advertising has become an integral component of modern-day social discourse designed to influence attitudes and lifestyle behaviors by covertly suggesting how we can best satisfy our innermost urges and aspirations through consumption. This book looks at the categories of this form of discourse from the standpoint of semiotic analysis. It deals with the signifying processes that underlie advertising messages in print, electronic, and digital form.

Contemporary culture is as much visual as literary. This book explores an approach to the communicative power of the pictorial and multimodal documents that make up this visual culture, using Peircean semiotics. It develops the enormous theoretical potential of Peirce's theory of signs of signs (semiotics) and the persuasive strategies in which they are employed (visual rhetoric) in a variety of documents. Unlike presentations of semiotics that take the written word as the reference value, this book examines this particular rhetoric using pictorial signs as its prime examples. The visual is not treated as the 'poor relation' to the (written) word. It is therefore possible to isolate more clearly the specific constituent properties of word and image, taking these as the basic material of a wide range of cultural artefacts. It looks at comic strips, conventional photographs, photographic allegory, pictorial metaphor, advertising campaigns and the huge semiotic range exhibited by the category of the 'poster'. This is essential reading for all students of semiotics, introductory and advanced.

This provocative book undertakes a new and challenging reading of recent semiotic and structuralist theory, arguing that films, novels, and poems cannot be studied in isolation from their viewers and readers.

Crystal Downing brings the postmodern theory of semiotics within reach for today's evangelists. Following the idea of the sign through Scripture, church history and the academy, Downing shows you how signs work and how sensitivity to their dynamics can make or break an attempt to communicate truth.

The Dynamics of Persuasion has been a staple resource for teaching persuasion for nearly two decades. Author Richard M. Perloff speaks to students in a style that is engaging and informational, explaining key theories and research as well as providing timely and relevant examples. The companion website includes materials for both students and instructors and expanding the pedagogical utilities. The sixth edition includes: updated theoretical and applied research in a variety of areas, including framing, inoculation, and self-affirmation; new studies of health campaigns; expanded coverage of social media marketing; enhanced discussion of the Elaboration Likelihood Model in light of continued research and new applications to everyday persuasion. The fundamentals of the book | emphasis on theory, clear-cut explanation of findings, in-depth discussion of persuasion processes and effects, and easy-to-follow real-world applications | continue in the sixth edition.

"... serious scholars of Vico as well as glottogeneticists will find much of value in this excellent monograph." -- New Vico Studies "... a provocative, well-researched argument which might find reapplication in the fields of anthropology, semiotics, archeology, psychology or even philosophy." -- Theological Book Review Danesi returns to the work of the 18th-century Italian philosopher Giambattista Vico to create a persuasive, original account of the evolution and development of language, one of the deep mysteries of human existence. The Vichian reconstruction of the origin of language is described at length, then evaluated in light of contemporary research in the cognitive, social, and biological sciences.

Brilliantly articulating the potent intersections of semiotic and linguistic anthropology, Signs and Society demonstrates how a keen appreciation of signs helps us better understand human agency, meaning, and creativity. Inspired by the foundational contributions of C. S. Peirce and Ferdinand de Saussure, and drawing upon key insights from neighboring scholarly fields, noted anthropologist Richard J. Parmentier develops an array of innovative conceptual tools for ethnographic, historical, and literary research. His concepts of "transactional value," "metapragmatic interpretant," and "circle of semiosis," for example, illuminate the foundations and effects of such diverse cultural forms and practices as economic exchanges on the Pacific island of Palau, Pindar's Victory Odes in ancient Greece, and material representations of transcendence in ancient Egypt and medieval Christianity. Other studies complicate the separation of emic and etic analytical models for such cultural domains as religion, economic value, and semiotic ideology. Provocative and absorbing, these fifteen pioneering essays blaze a trail into anthropology's future while remaining firmly rooted in its celebrated past.

Messages, Signs, and Meanings can be used directly in introductory courses in semiotics, communications, media, or culture studies. Additionally, it can be used as a complementary or supplementary text in courses dealing with cognate areas of investigation (psychology, mythology, education, literary studies, anthropology, linguistics). The text builds upon what readers already know intuitively about signs, and then leads them to think critically about the world in which they live - a world saturated with images of all kinds that a basic knowledge of semiotics can help filter and deconstruct. The text also provides opportunities for readers to do "hands-on" semiotics through the exercises and questions for discussion that accompany each chapter. Biographical sketches of the major figures in the field are also included, as is a convenient glossary of technical terms. The overall plan of the book is to illustrate how message-making and meaning-making can be studied from the specific vantage point of the discipline of semiotics. This third edition also includes updated discussions of information technology throughout, focusing especially on how meanings are now negotiated through such channels as websites, chat rooms, and instant messages.

To gain a deeper understanding of the literary movement that has dominated recent Anglo-American literary criticism, The Pursuit of Signs is a must. In a world increasingly mediated, it offers insights into our ways of consuming texts that are both brilliant and bold. Dancing through semiotics, reader-response criticism, the value of the apostrophe and much more, Jonathan Culler opens up for every reader the closed world of literary criticism. Its impact on first publication, in 1981, was immense; now, as Mieke Bal notes, 'the book has the same urgency and acuity that it had then', though today it has even wider implications: 'with the interdisciplinary turn taking hold, literary theory itself, through this book, becomes a much more widespread tool for cultural analysis'.

A fundamental book for social researchers. It provides a first-class, reliable guide to the basic issues in data analysis. Scholars and students can turn to it for teaching and applied needs with confidence.