



Key Terms in Semiotics

By Bronwen Martin, Felizitas Ringham

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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? *Key Terms in Semiotics* 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.

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Editorial Review

About the Author

Bronwen Martin is a Research Fellow at Birkbeck College, University of London, UK.

Felizitas Ringham is a Research Fellow at Birkbeck College, University of London.

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