

Semiotics

The study of signs, which are anything that “stands for” something else. It is a tool for analyzing signs of a particular culture, and how meaning is produced within a particular cultural context.

It does not just apply to words, but also images, objects, and sounds.

Other examples include architecture, geography, film, art, art history, design, advertising, music—these examples employ systems of signs in which elements interact in ways similar to letters, words, and sentences.

Semioticians

Charles Peirce (“purse”)

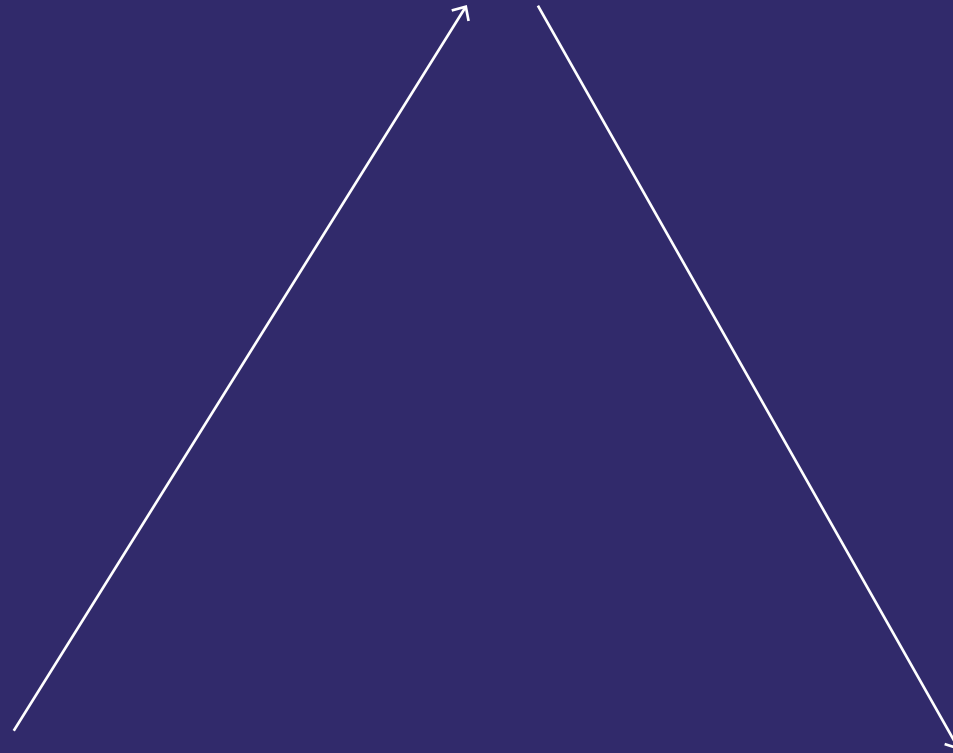
19th century American linguist who considered non-verbal options for semiotics, such as visual language.

Ferdinand de Saussure (“so sure”)

20th century Swiss philosopher who focused on “sound image,” or how spoken words create meaning.

SIGN

anything that conveys meaning;
“something that stands for something”



SIGNIFIER

things that GIVE meaning:
word, image, object, sound
(denotative)

SIGNIFIED

that meaning, evoked in
the mind (mental concept).
(connotative)

Denotative

A literal, factual description of something; what it is, at face value.

Connotative

A meaning that relies on cultural and historical context of the image and the viewer's specific knowledge or feelings about the circumstances; what it means, from a personal and/or social perspective.



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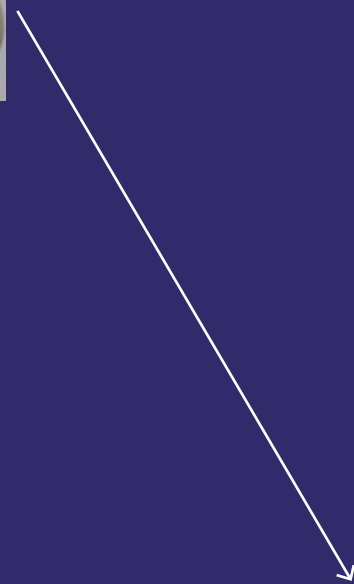
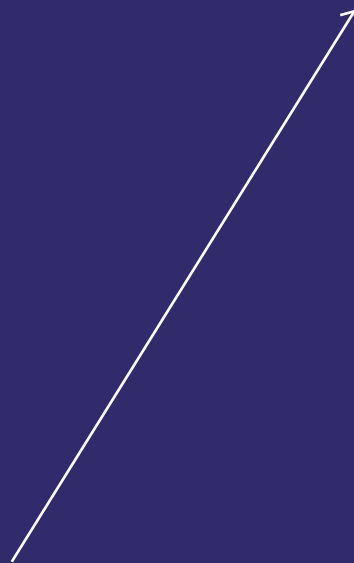


SIGNIFIER

ring, jewelry, metal,
diamond, circular shape,
wearable object

SIGNIFIED

engagement, wedding,
marriage, love, commitment,
unity, durability & the
wearer's personal meanings



Code

Implied rules that place meaning in social practices and can therefore be read by their users. Codes are a systematic organization of SIGNS.

Bowing in Japan: How much to bow and to what extent?

If you are traveling to Japan, you should know how to bow. It can be very helpful. While handshake is considered the best way of greeting people everywhere, the Japanese still bow. Bowing in Japan is called **ojigi** – お辞儀 and is a very important custom in Japan. People in Japan usually greet each other by bowing instead of shaking hands. Bowing has become a major part of the Japanese culture and tradition.



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The custom of bowing is actually more complex than it looks. There are many occasions for bowing and it is not just limited to greetings, introductions and appreciation. Bowing

Myth

Roland Barthes (“BART”) used “myth” to refer to cultural values and beliefs expressed at the level of CONNOTATION.

Myths are a hidden set of rules and conventions through which meanings (which are specific to certain groups) are made to seem universal and applicable for a whole society or group.

Myth allows the connotative meaning to be interpreted as DENOTATIVE, hence literal or natural (ingrained).

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TRIPLE THREAT
WWE CHAMPIONSHIP

TRIPLE H VS RANDY ORTON VS JOHN CENA

WRESTLEMANIA XXIV



STREAK VS TITLE
WORLD HEAVYWEIGHT CHAMPIONSHIP

UNDERTAKER VS EDGE



THE BEST VS THE BIGGEST

FLOYD MAYWEATHER VS BIG SHOW



A SHOT AT ANY CHAMPIONSHIP. ANYTIME. ANYPLACE.

MONEY IN THE BANK LADDER MATCH



CAREER THREATENING MATCH

SHAWN MICHAELS VS RIC FLAIR

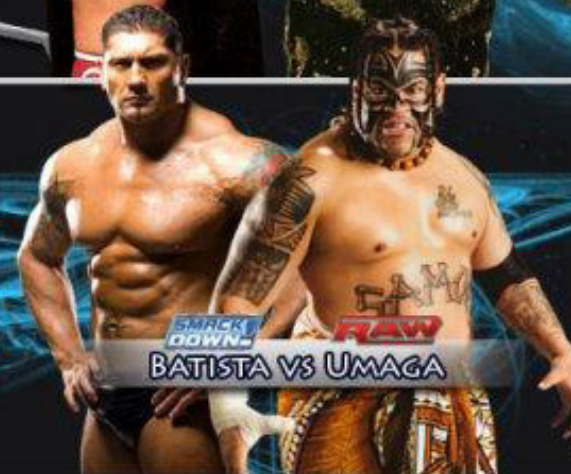


HALF BRAWL

FINLAY VS JBL



MARIA & ASHLEY VS BETH PHOENIX & MELINA



SMACK
DOWN

RAW

BATISTA VS UMAGA

Appropriation

Borrowing, stealing or taking over others' meanings for one's own purposes. Cultural appropriation is the process of borrowing and changing the meaning of commodities, cultural products, slogans, images, elements of fashion.



creative commons



creative commons



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UK Department of health

