




Sign




Signs:

1. Signs communicate through codes and conventions
2. These signs and conventions are culturally shared- they depend on cultural knowledge
3. Signs communicate through systems of difference
4. Signs communicate through denotations and connotations



Iconic, Indexical and Symbolic Signs

Relative arbitrariness	
 tree	Symbolic: the S ^r does not resemble the S ^d – the relationship is <i>arbitrary</i> /purely conventional
	Iconic: the S ^r perceptually resembles the S ^d
	Indexical: the relationship is <i>not purely arbitrary</i> – the S ^r is directly connected (physically or causally) to the S ^d

	Largely conventional symbols for male and female with minimal resemblance
	Iconic images with distinctive features resembling male and female (though conventionalised)
	Indexical image in the form of a photograph of a male and a female; 'The photograph not only <i>claims</i> to represent, it does in fact represent' (Gombrich)

Denotation & Connotation

<http://zitscomics.com/>

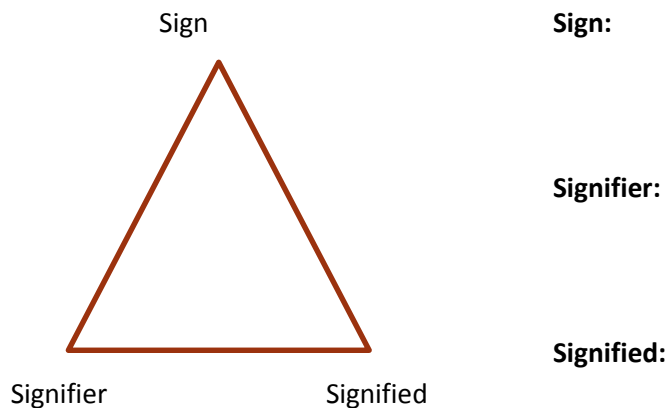


Questions to explore?

1) What is the implied narrative?

2) Who is the implied audience?

3) Pick a sign from the ad and complete a semiotic triangle for it:



4) What are some of the ANCHORS associated with this sign

5) What is the DENOTATIVE meaning of this advertisement?

6) What is the CONNOTATIVE meaning of this advertisement?

7) Who benefits and why?

8) Other points worth noting?

