



## Introducing Semiotics: A Graphic Guide

By Paul Cobley

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*Introducing Semiotics* outlines the development of semiotics—the study of signs and signifiers in the world around us—from its classical precursors to contemporary post-structuralism. It identifies the key semioticians and their work and explains the simple concepts behind difficult terms.

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About the Author

Paul Cobley is Reader in Communications at London Guildhall University.

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