



Semiotics

DSGN 3100 Robert Currie
Winter 2022

What is semiotics?

The study of signs

The usual, and unhelpful definition.

Nope.



The study of the symbolic communication of meaning

...better?

When **one** thing stands for
another thing, we can do
semiotics.



Early context: systems

- Marx: systematic theory of history
- Darwin: systematic theory of biological diversity
- Mendeleev: Systematic theory of matter
- Freud: systematic theory of the mind

Why not a systematic
theory of
communication?

Symbolic

- A symbol (in the usual sense of the word) **stands for something.**
- That is, it's not the thing itself, but has a connection to the thing.

owl

That was not an owl.



That was not an owl.

If I had a real owl, that
would be an owl.

It would also be an
ornithology class, not a
semiotics one.

You are all thinking about
owls now, even though
there is no owl here.

(Check room carefully.)

This is important





There are many
different ways one
thing can stand fo
another

Communication

- The act of connecting or moving something from one place to another
- Establishing a link between two things
- Moving information from one place to another

Meaning

- What is expressed, or intended be expressed
- The thing you are trying to convey
- But what is meaning, exactly?

What is the meaning of meaning?

- Look, nobody said this would be easy.
- Let's just skip this part, OK?
- Is this making you uncomfortable?
- Hint: this is important.

Where can we apply semiotics?

- Gang Signs
- Opera
- Literature
- Animal Communication
- Psychoanalysis
- Cartoons
- Design
- Digital Communication
- Film
- Rhetoric
- Architecture
- Music

But wait – there's
more!



Wherever there is meaning,
we can apply semiotics.



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NOW JUST LOWER PRICES
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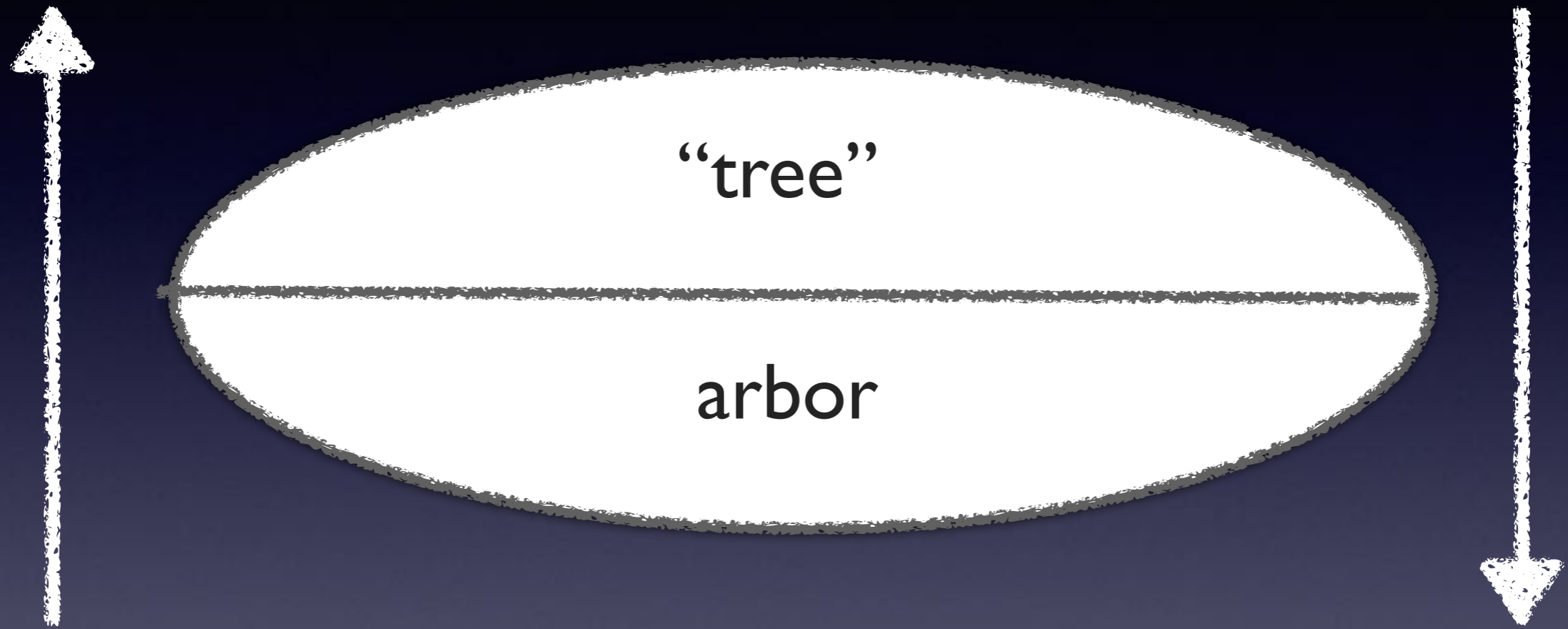
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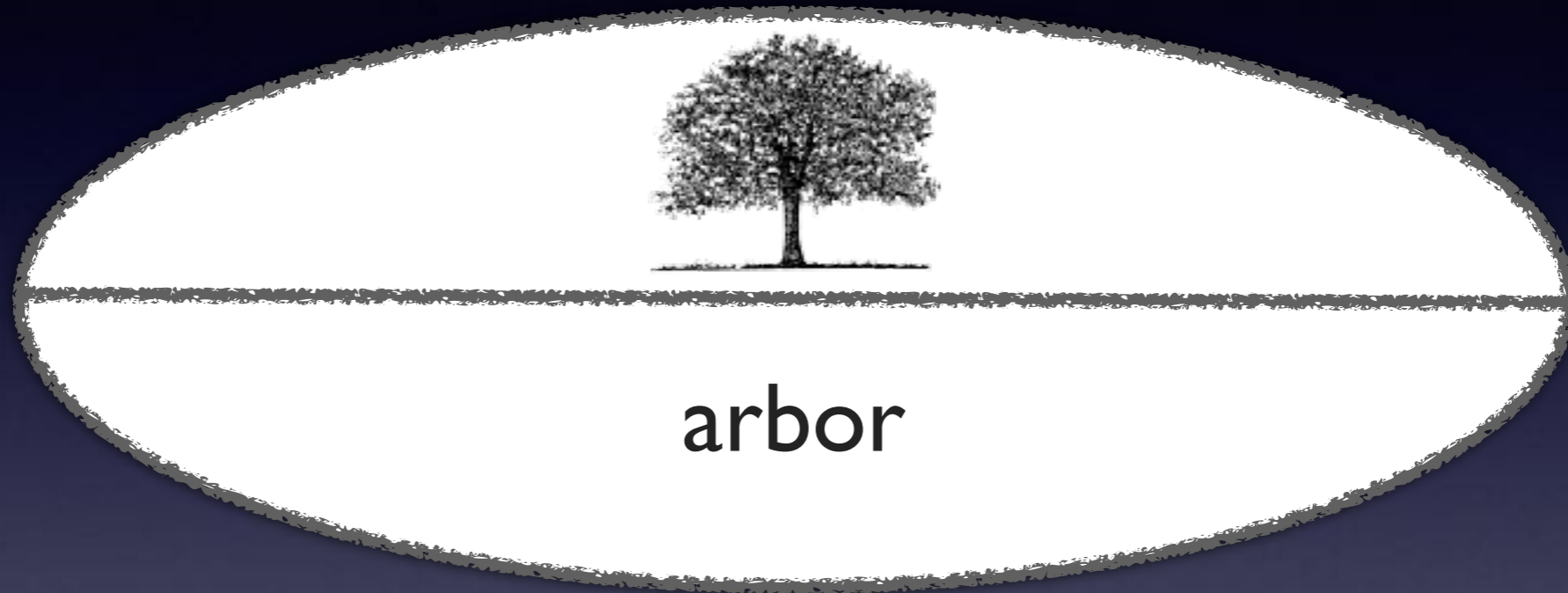
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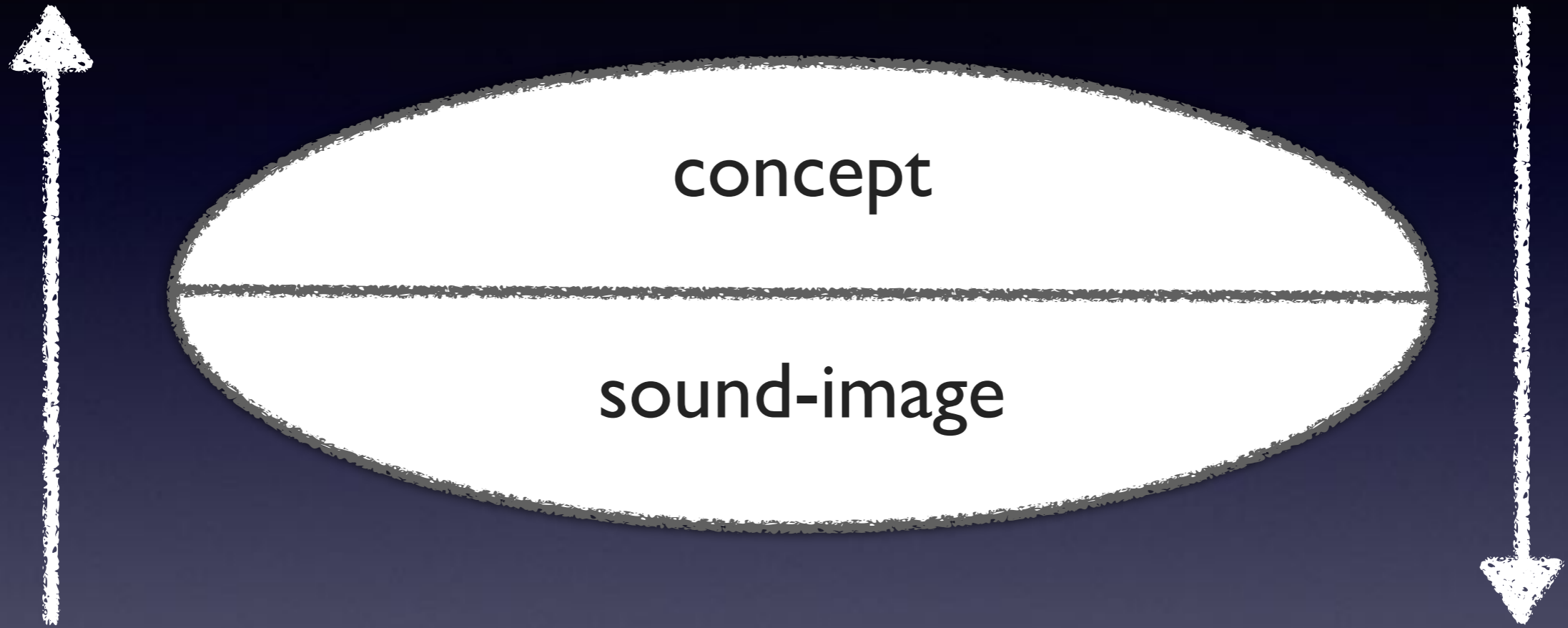
The Sign



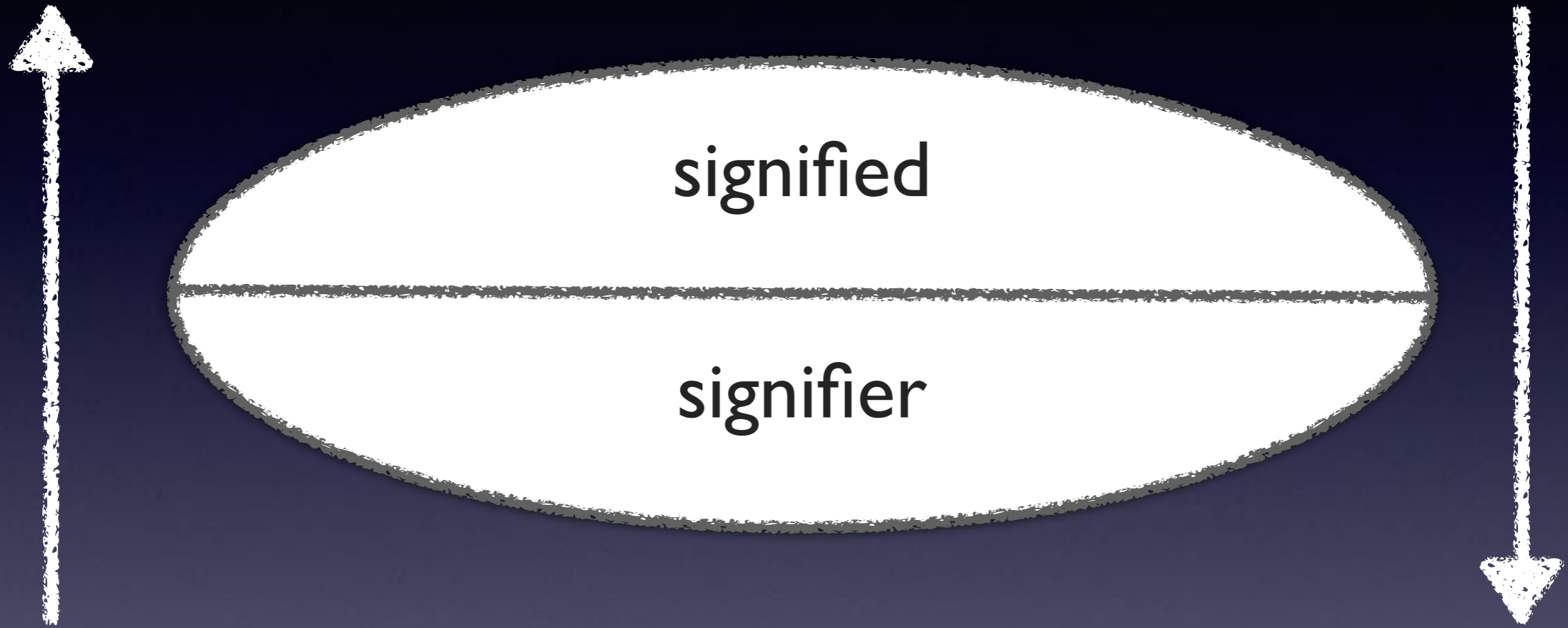
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The Sign

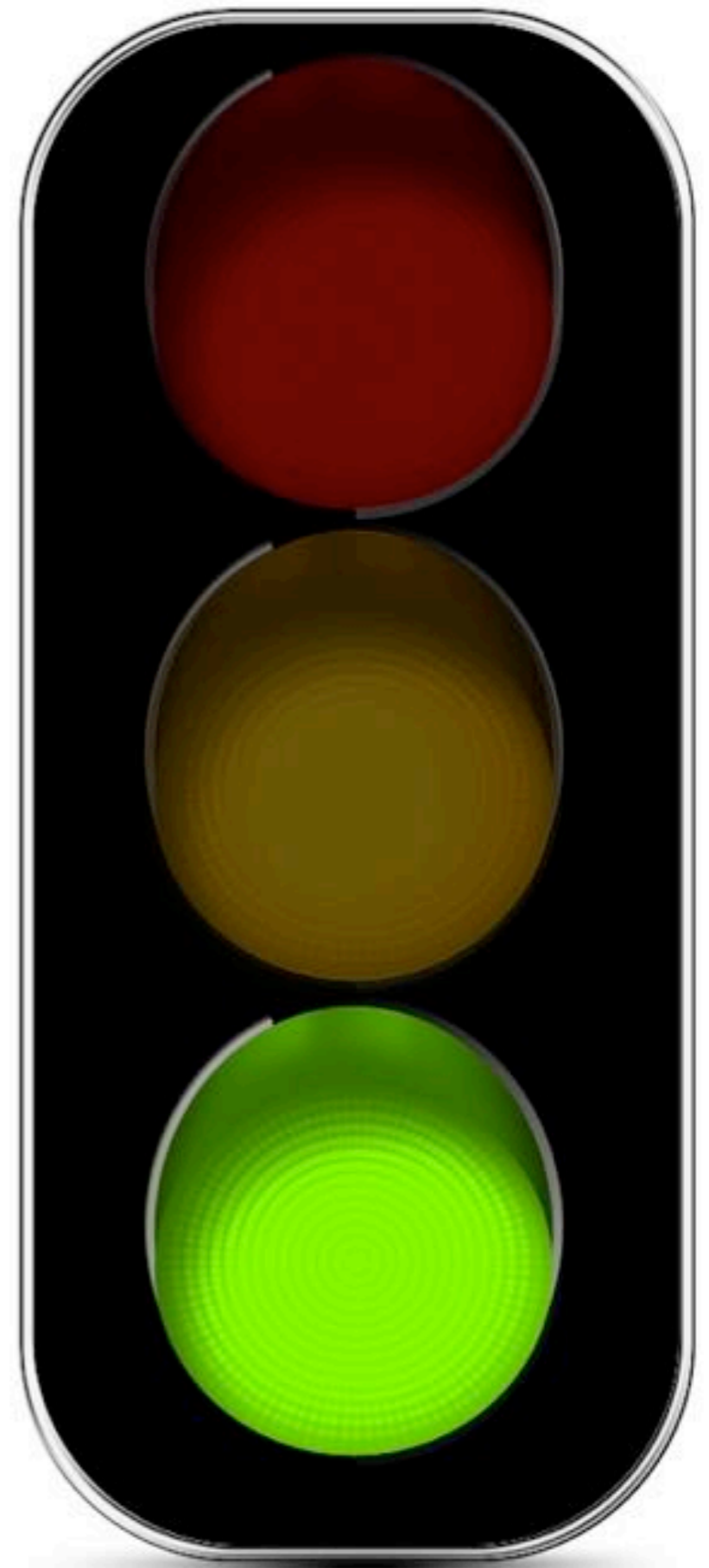
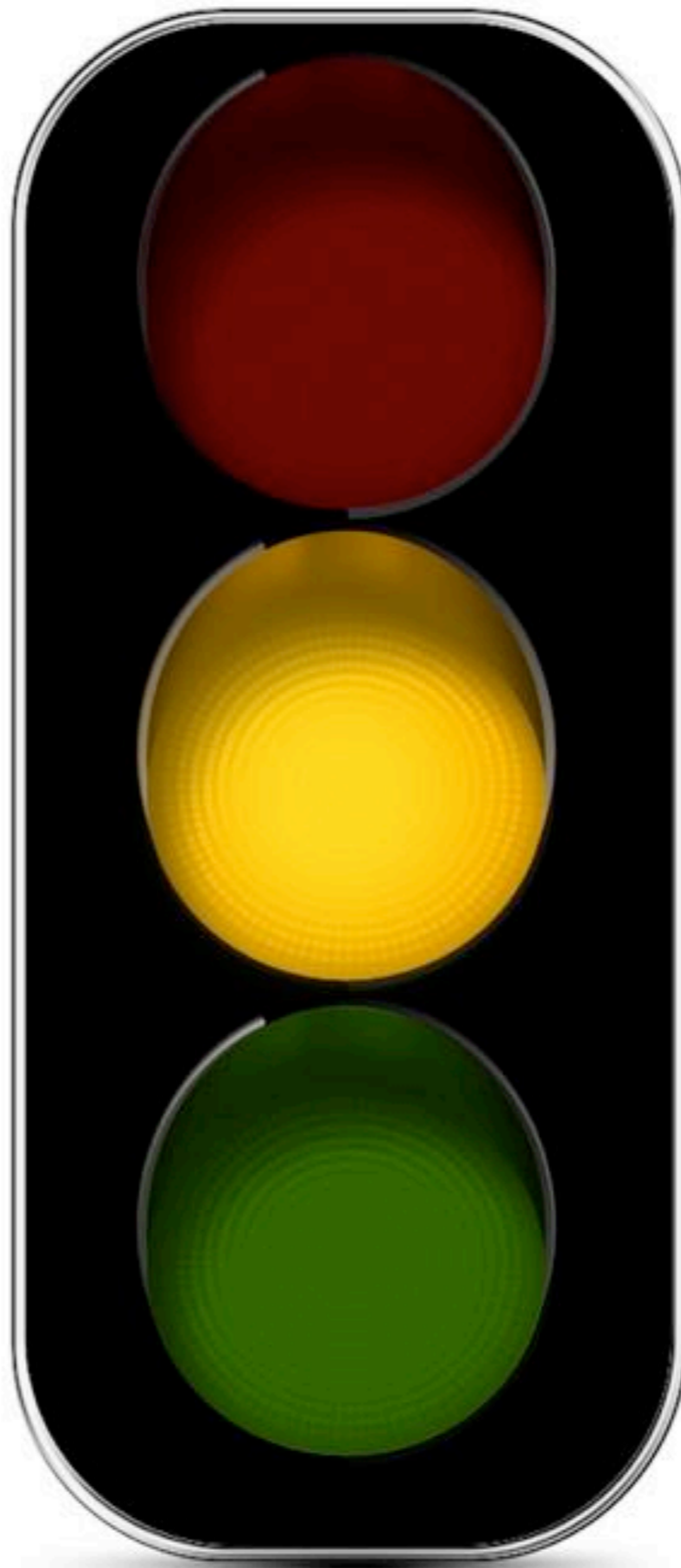
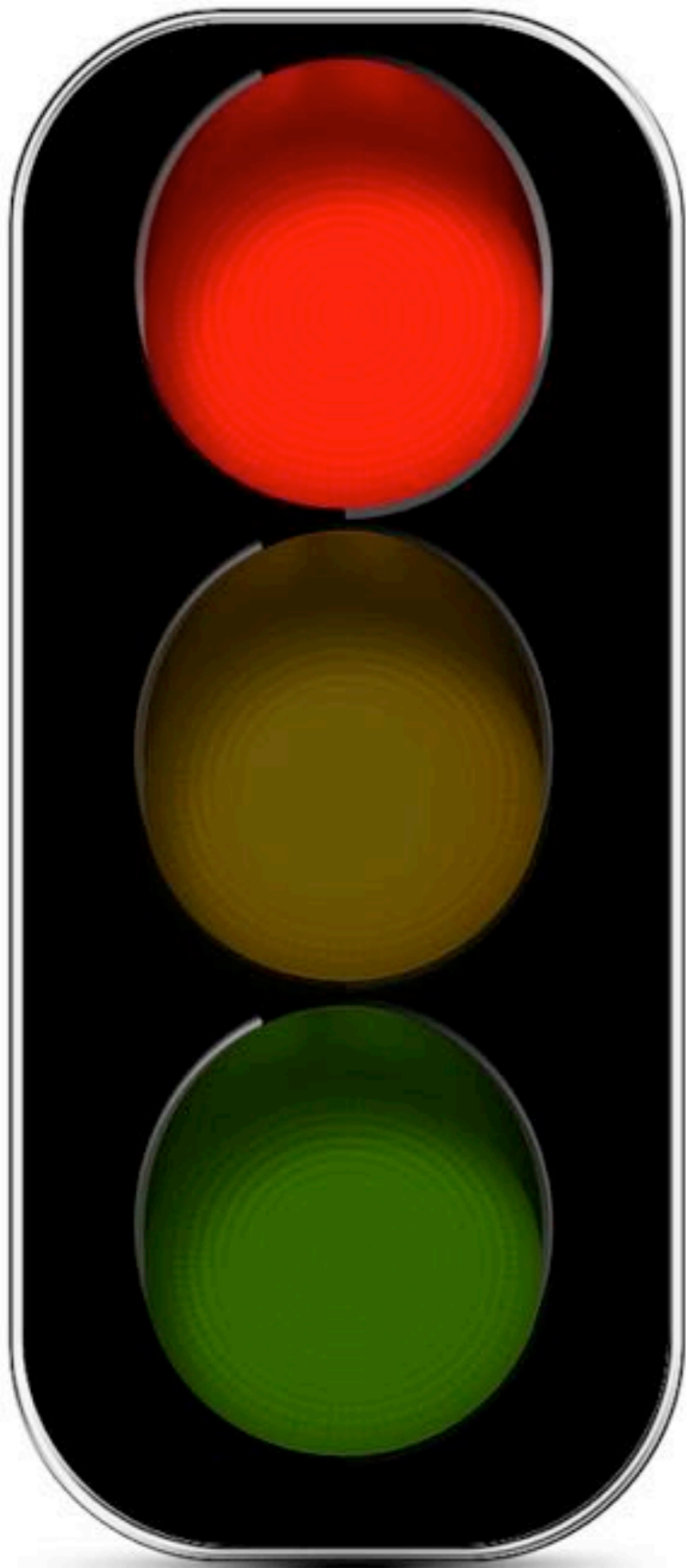


The Sign



Signs that are wholly arbitrary realize better than the others the ideal of the semiological process; that is why language, the most complex and universal of all systems of expression, is also the most characteristic; in this sense linguistics can become the master-pattern for all branches of semiology although language is only one particular semiological system.

-Saussure









AGUA LAVANDINA

DODGE
SHADOW
1994 - TITULAR
AIRE - DIRECCIÓN
VIDRIOS - MOTOR HVO.
49230874

What is the *symbol*?

How is it being communicated?

What is the *meaning*?

But most importantly:

how does it mean?

НА XXV КАНИСКОМ МЕЖДУНАРОДНОМ КИНОФЕСТИВАЛЕ ФИЛЬМУ ПРИСУЖДЕН
БОЛЬШОЙ СПЕЦИАЛЬНЫЙ ПРИЗ

ХУДОЖЕСТВЕННЫЙ ФИЛЬМ В ДВУХ СЕРИЯХ

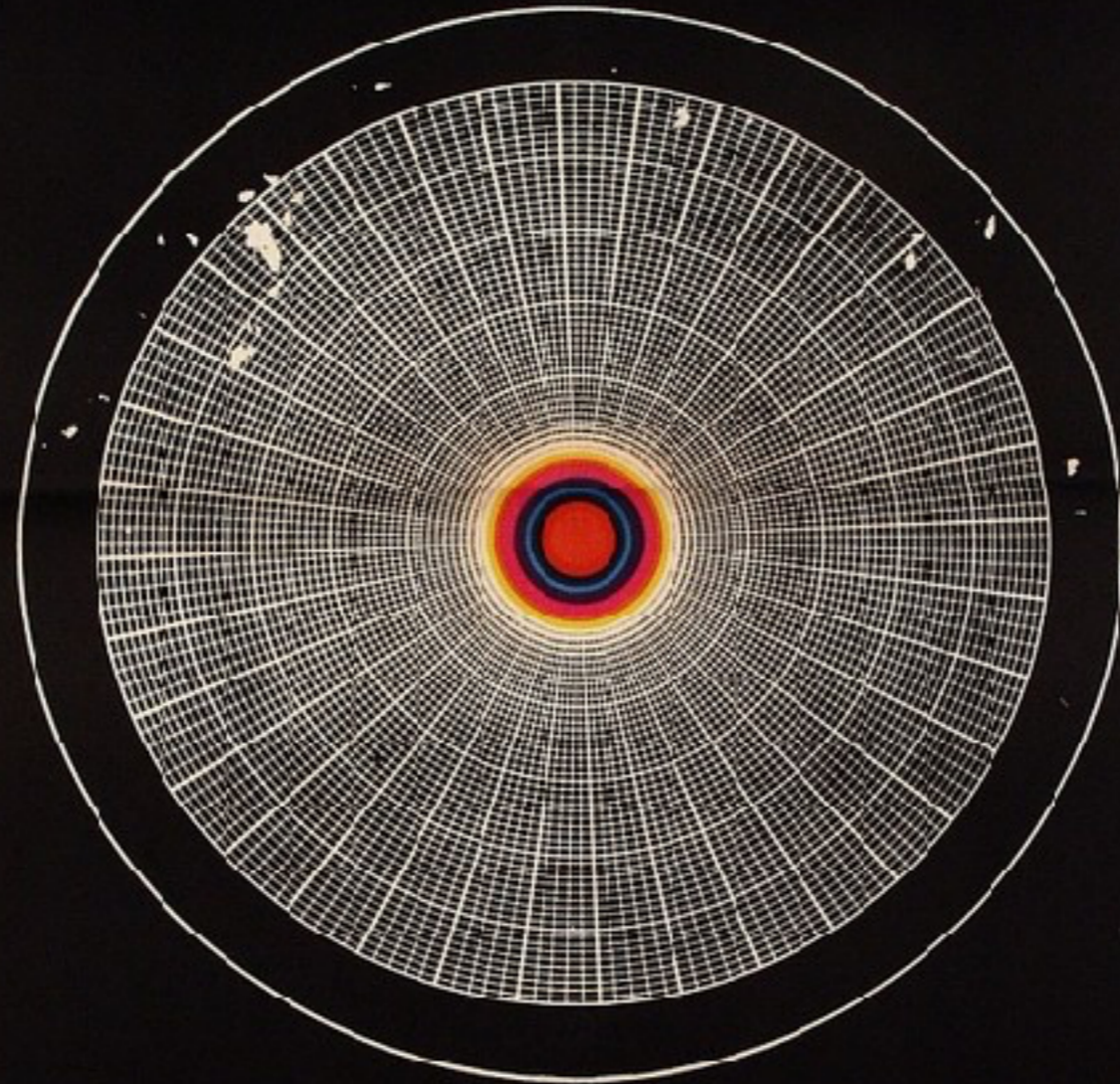
СОЛЯРИС

НА СЪЕМАНИИ РАЖАН СТАНИСЛАВ ЛЕМА СЦЕНАРИЙ И РЕЖИССЕР И А ТАРКОВСКОГО
ПОСТАНОВКА **АНДРЕЯ ТАРКОВСКОГО**
ОПЕРАТОР **ТАДЖИ МОС** УДЕЛЬНИ ХУДОЖНИК **М. РОМАДИН** КОМПОЗИТОР **ЭЛТОН**
В РОЛЯХ: **ЗОНАТАС БАНЮНИС, НАТЯЛЬЯ БОНДАРЧУК, АНЖЕЛИКА БОЛОНИЦЫН, НИКОЛАЙ ГРИНЬКО**
ПРОИЗВЕДЕНА КИНОСТУДИЕЙ «МОСФИЛЬМ»



SOLARIS

cz. I i II



Nagroda Specjalna Jury na MFF w CANNES

RADZIECKA ADAPTACJA FILMOWA POWIEŚCI

STANISŁAWA LEMA

REŻYSERIA: ANDRIEJ TARKOWSKI

W rolach głównych: Donatas Banionis, Natalia Bondarezuk, Juri Jarvet
Produkcja Mosfilm

EURO INTERNATIONAL FILMS

LA RISPOSTA
DELLA CINEMATOGRAFIA SOVIETICA A
"2001: ODISSEA NELLO SPAZIO"



SOLARIS

IN UN FILM DELLA "MOSFILM"
NATALIA BONDARCIUK - BOHATAS BANIONIS - JURIJ JARVET - VLADISLAV VYKORZHEVSKIJ - NIKOLAJ GRINKO - ANATOLIJ SOLOVITSYN - SOLARIS

TRATTO DALL'ORIGINALE IMMAGINE DI FRA NIKOLAJ DI STAVELIN (1911) - TRATTO DALL'ORIGINALE IMMAGINE DI FRA NIKOLAJ DI STAVELIN (1911) - TRATTO DALL'ORIGINALE IMMAGINE DI FRA NIKOLAJ DI STAVELIN (1911)

REGIA DI ANDREJ TARKOVSKIJ

TECHNICOLOR

"WONDROUSLY BEAUTIFUL..."
a dazzlingly imaginative work of the highest order"

KEVIN THOMAS LOS ANGELES TIMES

"MINDBENDING..." SOLARIS is the
nearest the cinema has come to capturing the
complexities of modern science fiction"

PETER STRICK SIGHT AND SOUND

CORINTH FILMS and KINO INTERNATIONAL present



Another
Masterwork
Of Science
Fiction

ANDREI TARKOVSKY'S

SOLARIS

AMERICAN PREMIERE

*The Complete Uncut Version
In Russian with English Subtitles*

From The Novel by STANISLAW LEM Photography by VADIM YUSOV Music by EDUARD ARTEMYEV

Screenplay by FRIEDRICH GORENSTEIN and ANDREI TARKOVSKY

RELEASED BY KINO INTERNATIONAL CORPORATION

Is this a sign?

Solaris
Andrei Tarkovsky
1972