

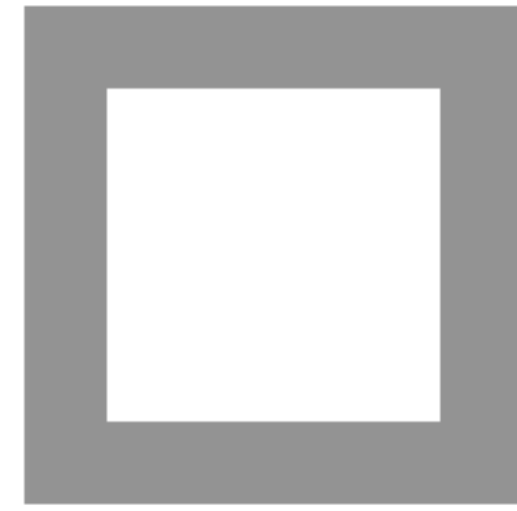
Big ideas

Lesson 1

What is semiotics?



What is a sign?

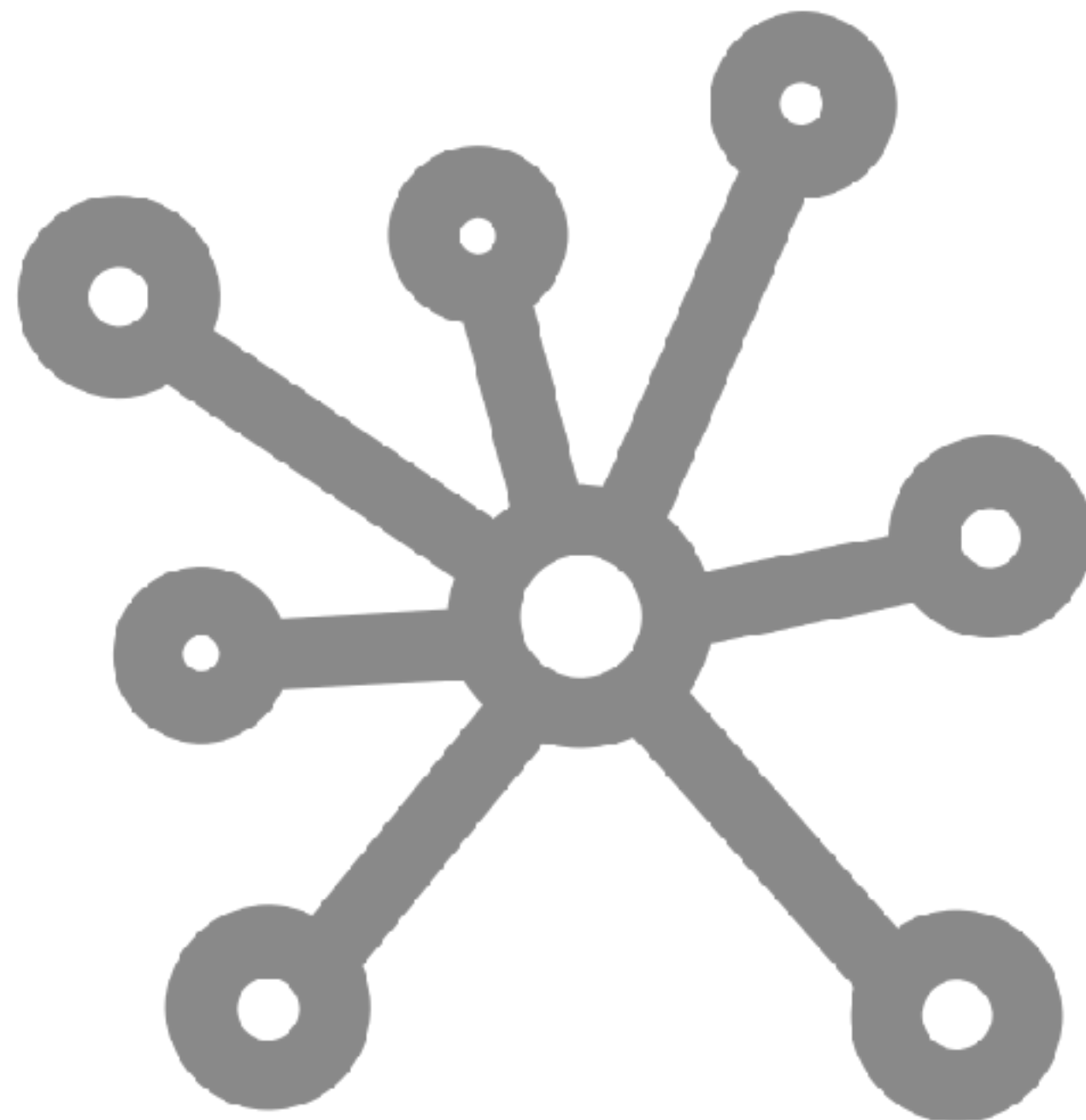


What is a signified?

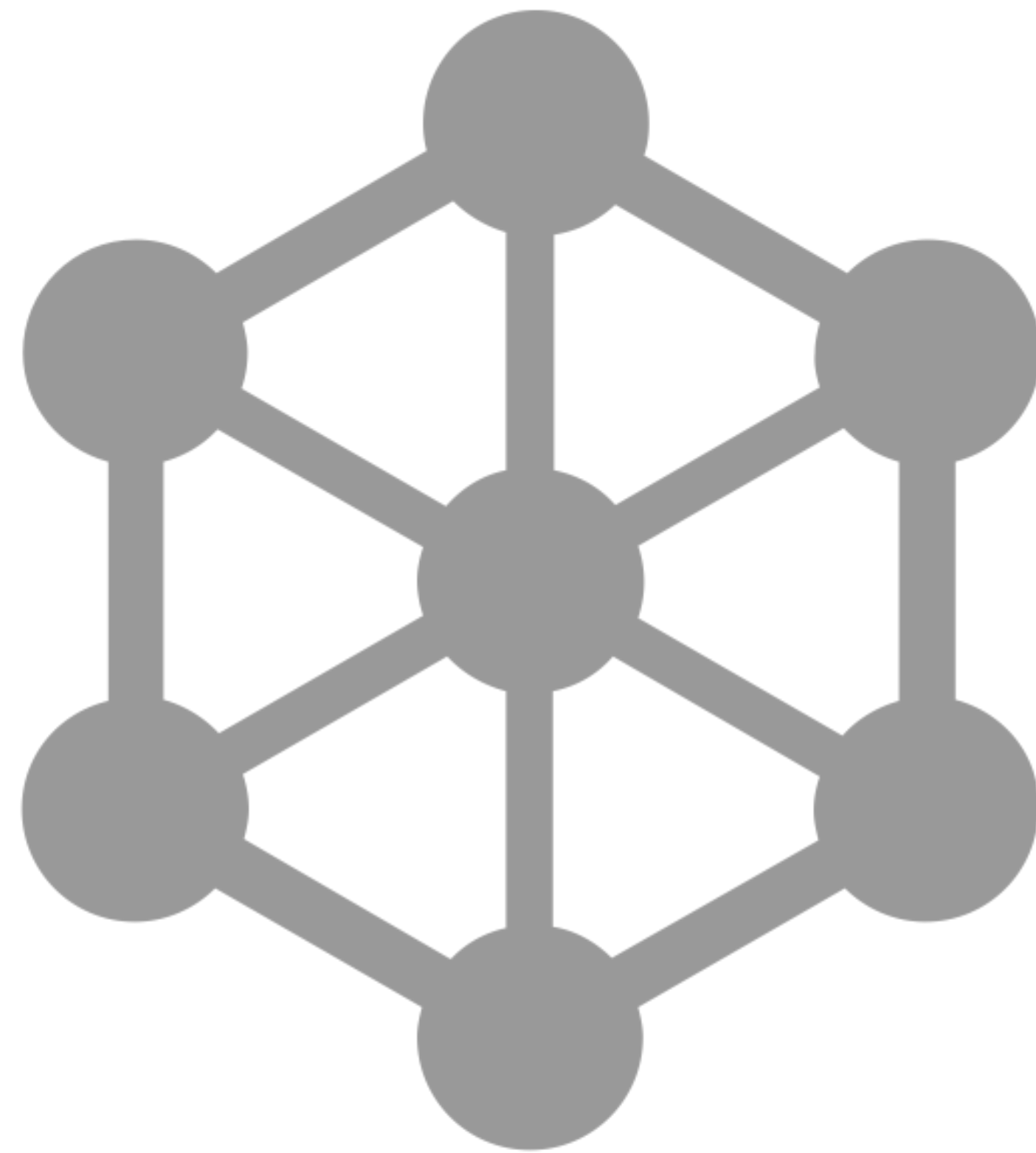


What is a signifier?

What is the **connection** between
linguistics and semiotics?



What is a **system**?



Our task

**Understand the key terms of
basic semiotics.**

Identify signs.

Understand Saussure's basic ideas on semiotics, and their limitations.

Classify signs.



What's the point?

To gain a powerful tool for
understanding and creating
meaning.

