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form of activity conduct or any process that
involves signs including the production of meaning
a sign is anything that municates a meaning that is
not the sign itself to the interpreter of the sign
the meaning can be intentional such as a word
uttered with a specific meaning or unintentional

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of signs and symbols especially as elements of
language or other systems of munication mon
examples of semiotics include traffic signs emojis
and emoticons used in electronic munication and
logos and brands used by international corporations
to sell us things brand loyalty they call
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theory or the study of signs acknowledges that
symbols are visual sign systems through which
reality is represented and meaning is made'*

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what where when and why of semiotics beginnings way
back in the mists of time a philosopher called john
locke had this crazy idea that it would be useful
to e up with a way of studying signs it s not like
signs are some new fangled thing'

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