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Metode semiotice în studiul culturii
Semiothic methods for the study of the culture

Abstract:

The semiotics - the science of signs derived from linguistics, offers the instruments for literary analyses and interdisciplinary specialisms like contemporary cultural studies and is a useful tool for analyzing the contemporary cultural phenomena: advertising, media studies, youth subcultures. It also proves itself to be indispensable when interpreting non-representational "texts" (colors, movements, rhythm, melody, etc.). This papers introduces the reader with social science background in the field of semiotics, arguing for an informed use of this method.