Week 11

**Lecture 1** – Symbolism and Semiotics

Martin Hosken

Etymology – message - from the point of the sender. ‘To release’.

Also consider context, medium and receiver

‘understanding’

“Communication = the message received, NOT the message sent.”

Illusion that it has taken place.

The single biggest problem in communication is the illusion that it has taken place.

* George Bernard Shaw

Limited by language

“Fake News”

What is the intent of the sender?

Emoji – misread?

Swastika – Change of meaning, depending on context.

**the sender** – who creates the messages; **the intention** – the message itself; **the transmission** – the means by which it’s sent; any noise or interruption the message must pass through before it is finally received by **the recipient**; with a further stage of the implication for the receiver of its receipt

Semiotics – Signs symbols and their use and interpretation.

Signifier / Signified = sign

“Let us look at an example. If we think of the red light in a set of traffic lights: the signifier is the red light itself. This is the thing that is used to convey the meaning. Meanwhile the meaning is the signified. In this case it is the concept that you cannot continue to drive your car any further. The sign is therefore the combined element of what the light stands for i.e. the signified, you must stop your car as it is dangerous to continue, and the signifier, the red light.”

icon, index and symbol

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