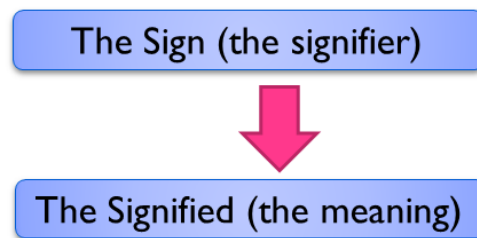


Semiotics - Roland Barthes

Key Words: sign, denotation, connotation, signify.

Barthes suggests that media texts communicate their meanings through a series of signs. Barthes suggests:

- ✓ Signs have 'literal' or common sense meanings – 'denotations'
- ✓ Signs also include 'connotations' – which involve the meanings associated with or, suggested by, the sign.



Task: Explore what the symbols below represent, mind map the denotations and connotations around each symbol:

