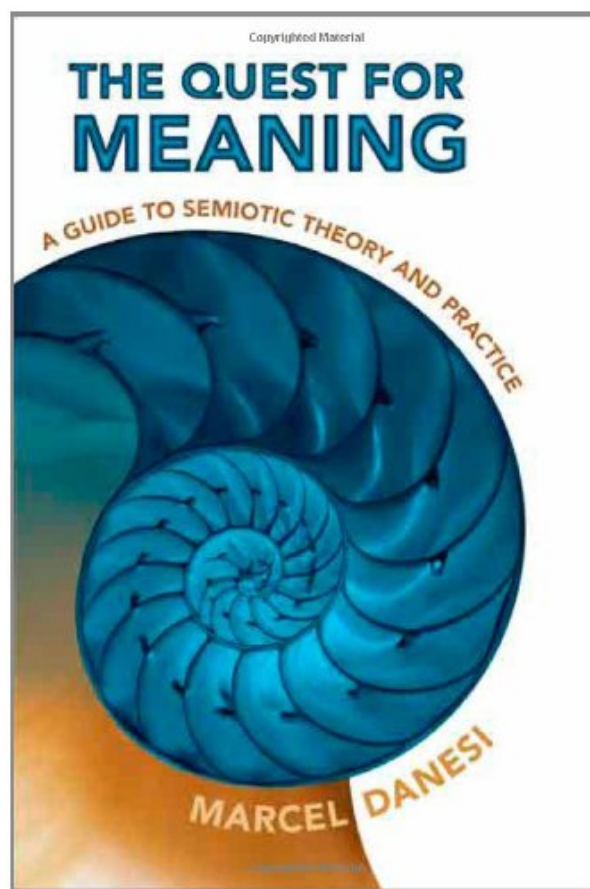


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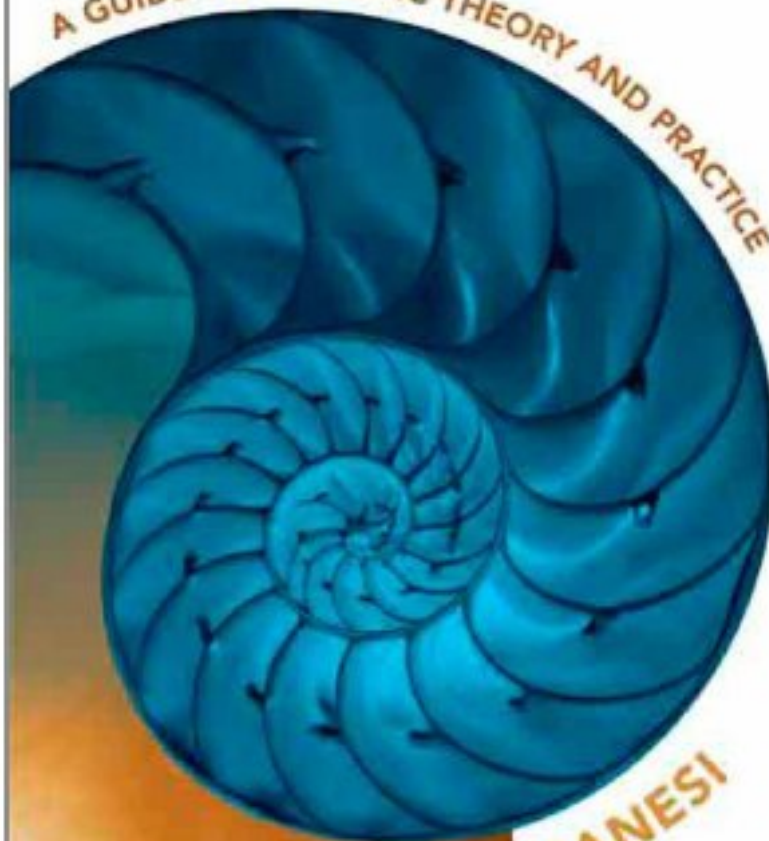
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About the Author

Marcel Danesi is the director of and a professor in the Program in Semiotics and Communication Theory at Victoria College, University of Toronto.

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Semiotics is the study of the most critical feature of human consciousness - the capacity for creating and using signs such as words and symbols for thinking, communicating, reflecting, transmitting, and preserving knowledge. The Quest for Meaning is designed as a guide to basic semiotic theory and practice, discussing and illustrating the main trends, ideas, and figures of semiotics. Written as an introduction to the field, this study makes an otherwise complex discipline accessible to the interested reader.

Marcel Danesi examines the various themes, concepts, and techniques that constitute current semiotic theory, and does so in lucid, easy to follow language. Cross-references between topics show the interconnectedness of many aspects of semiotic practice with a view to easing the understanding of the subject as a whole. Logically organized, Danesi treats such things as food, clothing, mathematics, and popular culture to semiotic readings, providing basic examples of how the discipline can be applied in everyday life.

As a step-by-step introduction, The Quest for Meaning is the definitive guide for students and teachers exploring semiotics at the undergraduate level and beyond.

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