

Semiotics - The heart of Design Theory 8th Feb

"The frame does for the human mind what a program does for a computer. It determines how we read a given text or situation" ~ Jonathan Rose

Semiotics is the study of signs

anything capable of expressing meaning

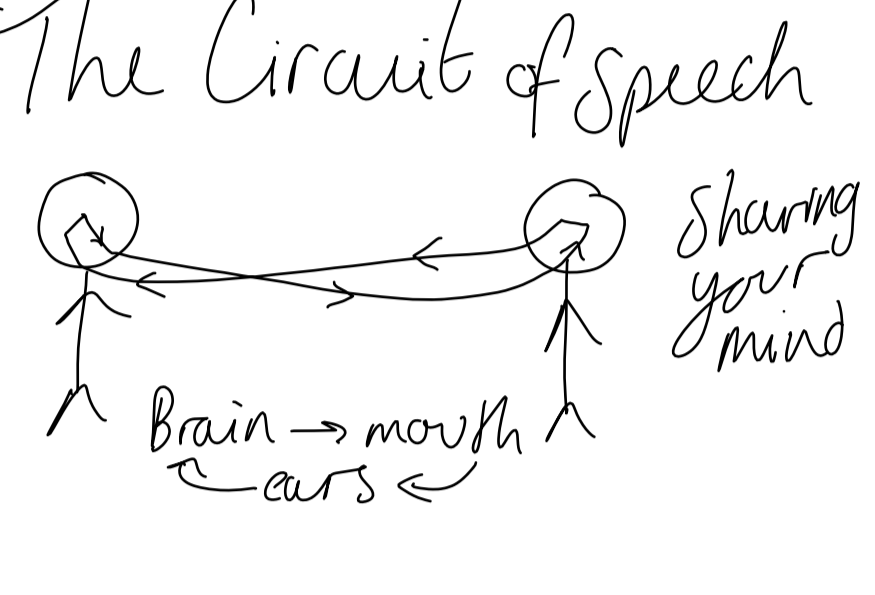
- ↳ words
 - ↳ clothes
 - ↳ symbols
 - ↳ gestures
- some signs come together to form codes
eg: body language + dress codes

The language of fashion Roland Barthes - 2013

History of S. (Ferdinand Saussure & Charles Peirce)
Diachronic - history
eg: english being so fucked as a language

Structuralist → same words mean diff things to different cultures
ideological
the signs construct our perception of reality
↳ carries traces of political thought or ideology.
eg feminist movement saying our language is patriarchal.

Dog: wigo the pug (me)
terrier
scoby doo
dog doode (others)
We don't have the same understanding of words, the same implanted ideas.



Anyone word can be a sign
signs are arbitrary, dog vs bear tells us nothing about the animal. Our biases tell us

Signifier + Signified = Sign

- ↳ impulse/physical representation
- ↳ mental representation

- Langue - whole language system
- Sign - single word
- Parole - partial example/snippet
- Syntagm -

Paradigm - point of substitution that allows for a word to be swapped
"Im drunk/pissed/fucked/walloped"

you can use this to make word 1 be associated with word 2.
eg: Obama HOPE poster causes obama to be associated with hope.

Myth (not dragon myths)

- Sites in mainstream culture
- ↳ dominant ways of thinking
- ↳ cultural stereotypes

"Ideology... is released into society like a colourless odourless gas."

Alain De Botton

Roland Barthes' a spectacle of excessive gestures

The World of Wrestling

How are the roles of each wrestler defined?

Costumes, names, body language, behavior, the phrasing used by the commentator

What role is played by the commentator?

Verbal cues to assist crowd understanding building hype/energy

What is the role of the referee?

bit like a conductor, guiding the match and assisting in creating the character roles

Crowd response - is the action understandable? how?

Yes, via the over exaggerated body language and the commentators clarification through verbal communication

Is wrestling a sport?

Its across between sport and showmanship. bit like ice skating or BMX or skateboarding or sword-fighting

Wrestling fans take pleasure in seeing the Moral Mechanism played out. These mechanisms are not present in a real street fight.

Roland Barthes

Wrestling has a semiotic code that is made understandable by reinforcement and repetition.

Dimensions of dialogue

what the fuck was that video