

Signifier + Signified = Sign

- ↳ stimulus (gesture)
- ↳ what someone thinks about it (concept)

- Presentation - Live Event → Live wrestling
- Representation - Mediation → TV with commentator
- Re-representation - Reframing → Best of wrestling DVD
- Re-re-representation - Reframing without context → Out of context clips

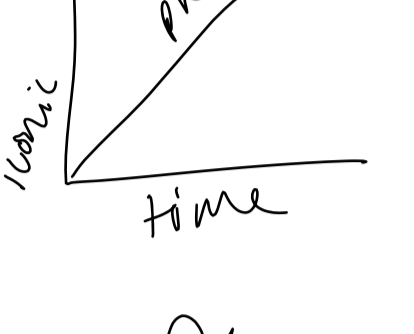
Words are arbitrary signs

- ↳ eg the dog from last week
- ↓
- how do we work out which dog people intend us to see?
- ↳ context of the sentence
- ↳ context of the creator/signer
- ↳ context of the intended audience



Images are iconic signifiers

- they show what is meant visually
- ↳ they used to be trusted
- note we can manipulate photos



Plane of Abstract

- photo emoji
- The further along the scale the more we project
- eg anime → beautiful realistic photos
- ↳ weird cartoon faces
- ↳ gives us space to project onto a character

Anchorage

- ↳ the relay between words and images - like complimentary opposites
- ↳ eg: wrestling, the commentator is the anchoridge.
- ↳ photos can be given meaning by the linguistic assistance

Types of anchorage

- ↳ word specific → giving you all the words you need to understand eg: star wars scroll text
- ↳ image specific → giving you all the visual images to decode the message eg: comic pages with no text, abstract art (loss!)
- ↳ dual message → words and images show the same meanings, delivering a clear sign eg: kids books, old ads, diehard poster
- ↳ interdependent (or convergent) → A = Apple typewriter
- ↳ parallel (or divergent) → neither words or texts alone could tell the story they're telling together eg: Obama Hope kids books

Aka multi modal narratives

- eg: = useless info unless you've listened to Nick explaining 'its a wonderful life'
- ↳ Echo and Bounce - Tobias Schalken

Denotation Vs Connotation

- ↓
- most immediate understanding
- not coded
- ↓
- when we sit with a sign we see and understand more.
- a coded interpretation

we see and find new context, links, signs, etc that allow for deeper understanding + revelation of new meaning

eg: production, material, expression, tone, abstraction, context, intertextuality/ inspiration

↳ may reflect other cultural texts

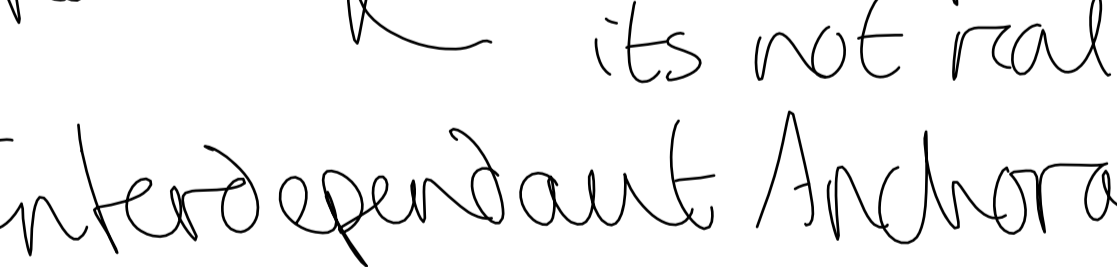
- Eg: dog
- denotation - 4 legged carnivore with fur
- connotation - loyal personality, sense of smell, breeds, dog shows, Pavlov, cultural perspective, intertextuality?

- Cat
- denotation - distant, cute, mean, bitchy, witches, spotty
- connotation - loving, complicated, agile, mysterious, flexible, hunter, silent killer,

Signs are poly semous

↳ opens to lots of interpretation

Rene Magritte: *The Treachery of Images* / *L'air et la chanson* / the air and the song



- denotation - pipe, negative 'nest', smoking?
- connotation - 'its not a pipe'
- its an image of a pipe

abstract but photo real

this is not a photo its a painting

its not real? → the pipe is irrelevant?

Interdependent Anchorage.

Masculine intentions

pipe is the word we can evaluate

Signature adds context

- its a painting of a pipe
- realistic
- painted photographically
- upper class men
- if you changed out the pipe the vibe would change
- ownership
- identification as art
- connotes value
- artists signs and values allow the lense to be understood

Intertextuality

- sherlock holmes
- old timey detectives
- mens clubs
- victorian
- Authority figures

This is not a pipe - its an illusion, its a symbol.

↳ its not abstract you're meant to identify it

Fresh off the Dada movement

'anti art' statement

↓

fuck the bourgeoisie + the snobby art twats that uphold bs