

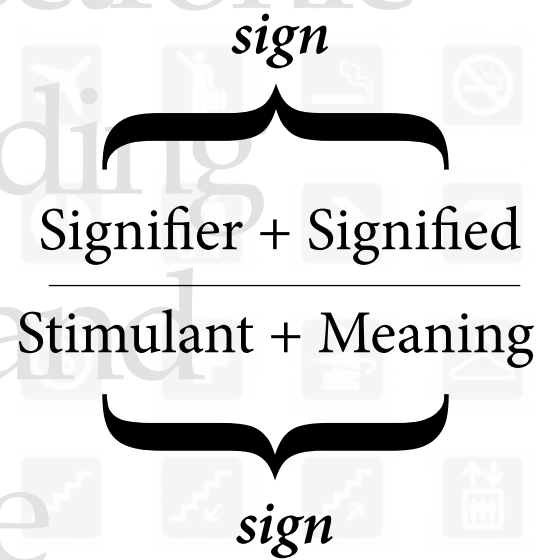
The Medium is the Message

A statement by Marshall

McLuhan, meaning that the
form of a message (print,
visual, musical, etc.) determines
the ways in which that message
will be perceived. McLuhan

Signifier: a symbol, sound, or image
(as a word) that represents an
underlying concept or meaning

Signified: a concept or meaning as
distinguished from the sign through
which it is communicated



Semiotics

In its simplest form, Semiotics can be described as the study of signs. Not signs as we normally think of signs, but signs in a much broader context that includes anything capable of standing for or representing a separate meaning.