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University of Toronto Press, Canada, 2000. Paperback Condition: New. Language: English. Brand New Book. Semiotics, Media Studies and Communication Studies are three closely interlinked fields. Briefly stated, Semiotics, the science of signs, looks at how humans search for and construct meaning; Communication Studies is concerned with how meaning is conveyed; and Media Studies considers the ways in which messages are transmitted and received. This dictionary is designed to help students and general readers unlock the significance of the terminology...

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