
CONTENTS

INTRODUCTION	5		
ACKNOWLEDGMENTS	20		
1 SIGNS AND SIGNING	21	3 CONCEPTUAL STRUCTURES	69
Signifier and Signified	23	Truth and Falsity	71
Sign	25	Sameness and Difference	73
Icon	27	Wholes and Parts	75
Index	29	Subjectivity and Objectivity	77
Symbol	31	Appearance and Reality	79
Sender	33	Continuity and Discontinuity	81
Intention	35	Sense and Reference	83
Message	37	Meaningful and Meaningless	85
Transmission	39	Problem and Solution	87
Noise	41		
Receiver	43	4 VISUAL STRUCTURES	89
Destination	45	Viewer and Image	91
Feedback	47	Ideal and Real	93
		Given and New	95
2 WAYS OF MEANING	49	Center and Margin	97
Simile	51	Foreground and Background	99
Metaphor	53	Proximity and Presence	101
Metonym	55	Before and After	103
Synecdoche	57	Past, Present, and Future	105
Irony	59	Fast and Slow	107
Lies	61		
Impossibility	63	5 TEXTUAL STRUCTURES	109
Depiction	65	Readers and Texts	111
Representation	67	Words and Images	113
		Functions	115
		Forms	117

CONTENTS

Placing	119	Stereotypes	157
Prominence	121	Institutions	159
Voices	123	Ideologies	161
Intertextuality and Intratextuality	125	Discourses	163
Paratext and Paralanguage	127	Myths	165
		Paradigms	167

6 MATTERS OF INTERPRETATION 129

Concepts and Conceptions	131
Connotation and Denotation	133
<i>Langue</i> and <i>Parole</i>	135
Combinations and Substitutions	137
Tokens and Types	139
Rule-following	141
Conventions	143
Classifications	145
Understanding and Misunderstanding	147

7 FRAMING MEANING 149

Semantic Units	151
Genres	153
Styles	155

8 STORIES AND STORYTELLING 169

Fact and Fiction	171
Narratives	173
Legends	175
Characters and Personas	177
Viewpoints	179
Mysteries	181
Tensions	183
Turning points	185
Resolutions	187

CONCLUSION 189

BIBLIOGRAPHY 190

PICTURE CREDITS 192