Lecture 5 Notes

06/03/19

Semiotics Part II

Readings

"Image-music-text" by Roland Barthes

"Understanding Comics" by Scott McCloud

Frame of Concept

- Presentation
  - The original context
- Representation
  - An inference of the presentation
- Re-representation
  - An inference of the representation

Anchorage

Where text and image stand in a complimentary relationship. In some instances, there can be multiple anchorages for the same image with each anchorage separate from the other, this difference can cause a viewer to perceive a different meaning to the image.

Types of Anchorage

Word Specific	Provides all or most of the context for the image, e.g. the label of a flower in a botanical text book
Image Specific	Where the
Dual Message	When the words and image work in tandem to to provide a single intensified meaning
Intersecting	When the messages of the image and the text combine to provide a third message
Parallel/ Diverging	When the text and image are together but work absent of the other

Denotation

- Primary reading of a sign
  - A literary definition of an image

Connotation

- Secondary reading of a sign
  - Link to other concepts

Polysemous

An expansion of the Dyad equation which accounts for connotation

Signifier + Signified = Sign + Connotation = New Sign