Contents

| | Professor of English Literature, King's | | |
|---|---|---|-----|
| | | College, Cambridge | vii |
| | In | troduction: semiology | 1 |
| ι | Fı | ınctions and 'media' | 5 |
| | 1 | The functions of communication | 6 |
| | 2 | The 'media' | 15 |
| 2 | Signification: form and substance of the sign | | |
| | 1 | Sign and signification | 22 |
| | 2 | The form of the sign | 30 |
| | 3 | Modes of communication | 37 |
| | 4 | Meaning: codes and hermeneutics | 40 |
| 3 | Logical codes | | 45 |
| | 1 | Paralinguistic codes | 45 |
| | 2 | Practical codes: signals and programmes | 51 |
| | 3 | Epistemological codes | 53 |
| | 4 | The 'savage mind': mantic codes | 59 |
| | | | |

vi Contents

| 4 | Aesthetic codes | 66 |
|---|--------------------------------------|-----|
| | 1 Arts and literature | 69 |
| | 2 Symbolism and thematics | 70 |
| | 3 The morphology of narrative | 77 |
| 5 | Social codes | 82 |
| | 1 Signs | 84 |
| | 2 Codes | 91 |
| | Conclusion: mythologies of our times | 99 |
| | Select bibliography | 105 |