

# Semiotic Analysis



**Dr Jonathan Wilson**

**Head of Department of Marketing, Enterprise and Tourism**

**Email: [jonathan.wilson@anglia.ac.uk](mailto:jonathan.wilson@anglia.ac.uk)**

**[www.anglia.ac.uk/laibs](http://www.anglia.ac.uk/laibs)**

# What is Semiotics?

- The study of signs or codes.
- The aim is to uncover hidden meanings that lie behind the use of particular words or images. *The signifier – The sign: a word, colour or image*
- *The signified – The concept/meaning/associations that the sign refers to*
- Can be applied in visual analysis, based on:
  - - Brand identity and brand image, comparative study across cultures
  - - Packaging design
  - - Advertising communications (adaptation v standardisation, chronological approach)
  - - brand logos, slogans,
  - - country-of-origin effects
  - - IPR infringement

# Signifier and Signified: Example



- Signifier: Clock / Clock face
- Signified: a symbol of time, life, death, passing, deadlines

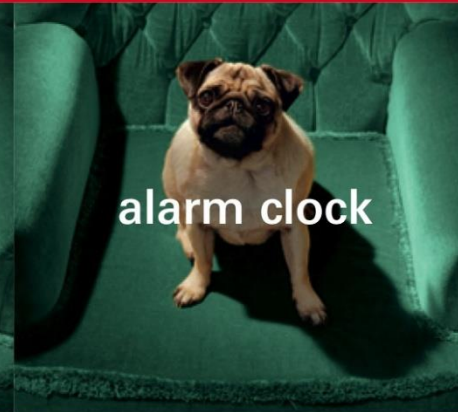
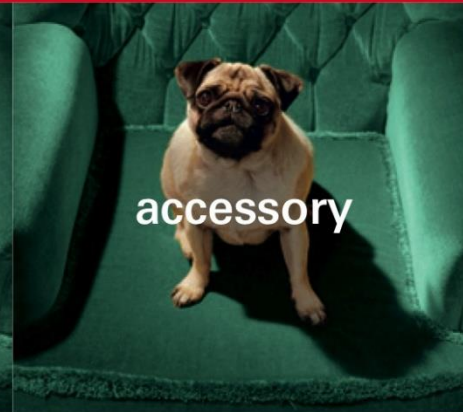
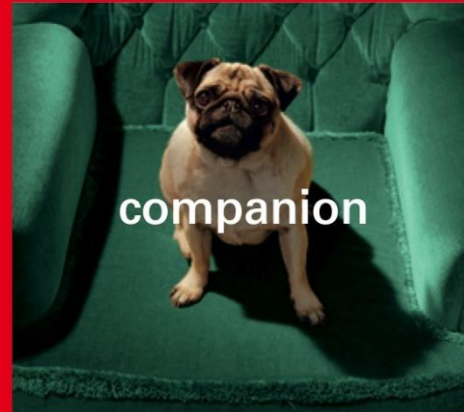


The more you look at the world,  
the more you recognise how  
people value things differently.

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The more you look at the world,  
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Nike Logo



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“Impossible is Nothing”

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Li Ning Slogan

“Nothing is Impossible!”

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