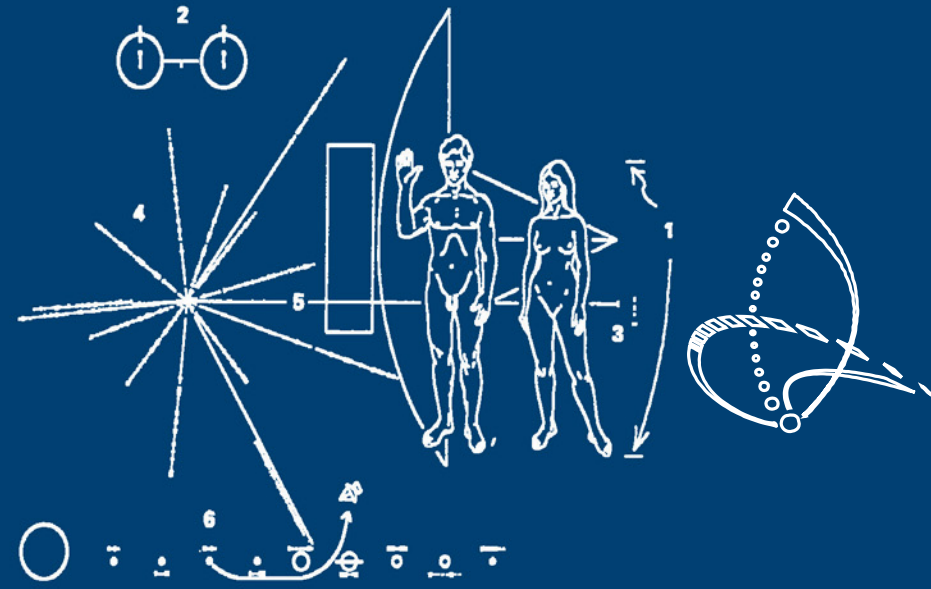


SIGNAL



A communication device.
Signals contain messages.

Message is content.
Signal is process.

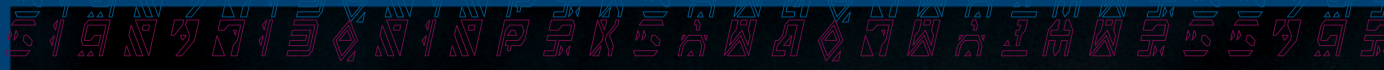
The value of the message is
determined by the receiver.

SIGNIFIER
SIGNIFIED

The Media Group is
transmitting a signal.



Listen.



Everything transmits. A body movement, a choice of clothing, magazine articles, statistical changes. All are signals.

Semiotics, semiosis, semiology: The noun form of the study of signs and signification, the process of attaching signifieds to signifiers, the study of signs and signifying systems.

A signal is an event in which some living system or other element in the environment transmits a message in the course or as a result of its actions or behavior.

Icon: a representation with direct perceptual relationship, e.g., a photograph of a tree for a tree

Index: socially defined indicator of something different than itself, e.g., road sign indicating an actual road, or a curved arrow for a curve in the road

Symbol: broader meaning than icon or index, refers to concepts which are dependent on the interpreter's context, e.g., flags