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Graphic Guide for a detailed exegesis. The graphic style made me wary at first as I wasn't expecting it (the 1999 version is not described as a graphic guide) and I thought I would hate it when I opened it but after a few pages I found the format really helped to outline the key concepts.

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brought to reading this by a graduate course). It is a fair and thorough evaluation of what semiotics IS and what it IS NOT.

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