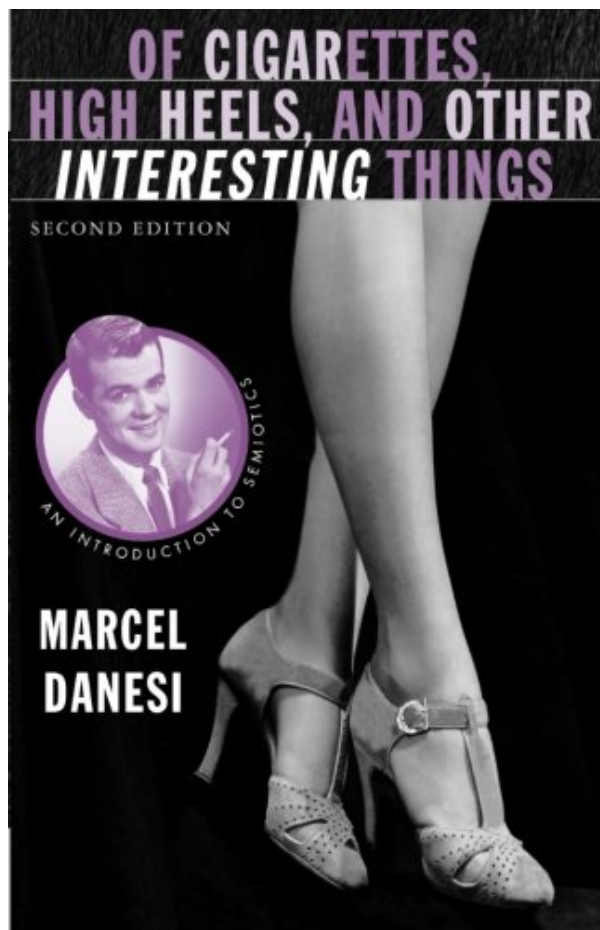
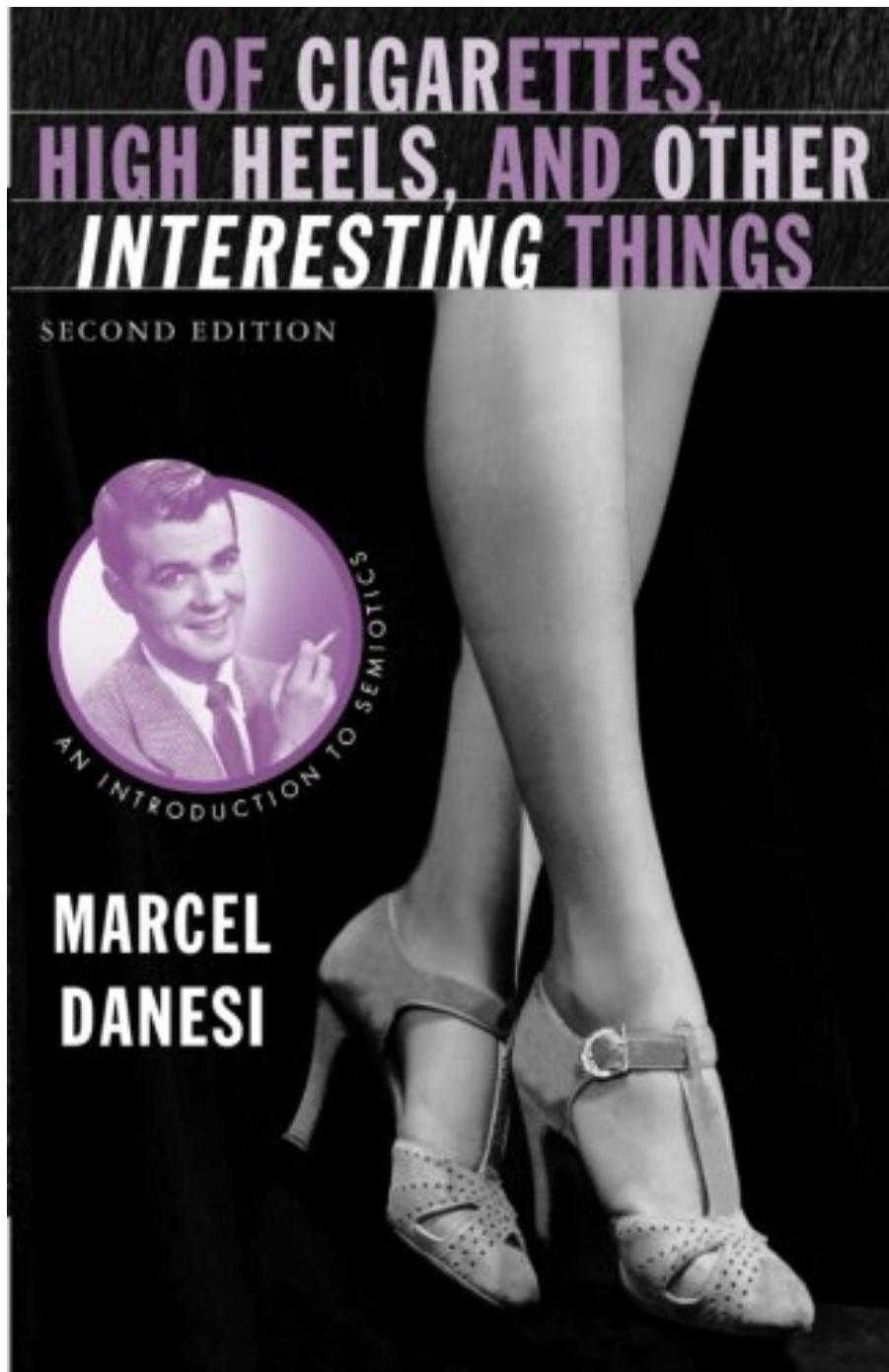


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## Review

'It's been years since I lit up a cigarette, but I found this book enlightening. Long life to the Enlightenment!'-  
Umberto Eco

## About the Author

Marcel Danesi is Director of the Program in Semiotics and Communication Theory and Professor of Linguistic Anthropology at the University of Toronto, Canada. He is the author of many books, including Of Cigarettes, High Heels, and Other Interesting Things; X-Rated! The Power of Mythic Symbolism in Popular Culture; and The History of the Kiss: The Birth of Popular Culture. He was made a Fellow of the Royal Society of Canada in 1998, founded a research center (Center for Communication and Information Sciences), and is the Editor in Chief of Semiotica. Danesi's work has been featured in the New York Times, Toronto Star, and Psychology Today, among other print publications, and he has been a guest on broadcast outlets such as National Public Radio.

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The easiest entry book on semiotics

By Patrick Vyncke

Marcel Danesi is an author on a mission, and that mission is convincing the world of the truly inspiring insights the science of signs - that is, semiotics - has to offer to anyone interested in the meaning of life. Indeed, his definition of semiotics as 'the science of interesting things' is perhaps the most accurate definition of semiotics ever made. Therefore, anyone interested in the meaning processes and meaning structures that define how we experience our everyday life and the world around us must read this book. Contrary to most

books on semiotics being very hard to understand, this book introduces you to the main semiotic concepts by analyzing a young couple having dinner in a restaurant. Danesi peels of the meaning processes going on in this scene layer by layer, showing how not only the ongoing conversation between the couple, but equally fashion and make-up, kissing and touching, jewelry and perfumes, body language and wall decorations, ... all contribute to the meaningful experience of going out for dinner. And he does so in a truly engaging writing style, while avoiding the all too heavy jargon of the more advanced textbooks.

Patrick Vyncke, professor of Advertising, Consumer Behavior, and Semiotics at Ghent University (Belgium)

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Wonderful and insightful intro

By Dr. Steve B

A very fine, very well-written book, ideal as an introductory text on semiotics. Danesi has the rare gift (for an academician, at any rate!) of being able to write clearly and engagingly on a wide range of potentially obscure subjects. His ability to connect apparently disparate topics persuasively (Cabbage Patch dolls and animism, e.g.) is an enormous plus. A must-read for anyone -- expert or beginner -- interested in semiotics or popular culture, this book is destined to be a classic, in this reader's opinion.

0 of 0 people found the following review helpful.

Outstanding, Nuanced and Lively Introduction to Semiotics, the Science of Signs

By Francis

I may have read some twenty introductions to semiotics and this one stands out for various reasons: it is simple to read yet nicely contextualized in the setting of a gendered interaction, with lots of examples, anecdotes and stories that make it a very lively reading. It is deep as well as it deals with matters related to Cultural Anthropology and History, as much as Semiotics or the science of meaningful signs. I found this book very illuminating for undergraduate and graduate students alike, and use it regularly in my doctoral seminars. Warmly recommended.

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