Contents

Acknowledgements ix

1 Paul Cobléy
   Introduction 1

Part I SIGNIFICATION

THEORIES OF THE SIGN

2 Ferdinand de Saussure
   The object of linguistics 37

3 Charles Sanders Peirce
   A guess at the riddle 48

THE SIGN IN USE

4 Émile Benveniste
   The nature of the linguistic sign 63

5 V. N. Volosinov
   Toward a Marxist philosophy of language 70

6 M. A. K. Halliday
   'Introduction', Language as social semiotic: the social interpretation of language and meaning 88

Part II 'MEANING': LINGUISTIC AND VISUAL

LINGUISTIC 'MEANING'

7 Ferdinand de Saussure
   Linguistic value 99
CONTENTS

8  Steven Cohan and Linda M. Shires  
    Theorizing language  115

VISUAL ‘MEANING’

9  Roland Barthes  
    Denotation and connotation  129

10 Roland Barthes  
    The photographic message  134

11 Umberto Eco  
    How culture conditions the colours we see  148

12 Günther Kress and Theo van Leeuwen  
    Reading images  172

Part III   THE SIGN IN POST-STRUCTURALISM

SIGNIFIERS AND SUBJECTS

13 Jacques Lacan  
    The agency of the letter in the unconscious  186

14 Mikkel Borch-Jacobsen  
    Linguisteries  195

THE PLAY OF DIFFÉRANCE

15 Jacques Derrida  
    Semiology and grammatology: interview with Julia Kristeva  209

16 Brian Torode  
    Textuality, sexuality, economy  225

Part IV   SIGN USERS AND SPEECH ACTS

SAYING AND DOING

17 J. L. Austin  
    Performatives and constatives  255

18 John Searle  
    What is a speech act?  263
PERSON, PROCESS AND PRACTICE

19 Émile Benveniste  
*The nature of pronouns*  
285

20 Roman Jakobson  
*Shifters and verbal categories*  
292

21 Gunther Kress  
*Social processes and linguistic change: time and history in language*  
299

**Part V** THE INSCRIPTION OF THE AUDIENCE IN THE MESSAGE

CINEMATIC INSCRIPTION

22 Émile Benveniste  
*Relationships of person in the verb*  
320

23 Nick Browne  
*The spectator-in-the-text: the rhetoric of Stagecoach*  
331

24 Stephen Heath  
*Narrative space*  
352

BODIES, SUBJECTS AND SOCIAL CONTEXT

25 M. A. K. Halliday  
*Language as social semiotic*  
359

26 Allan Luke  
*The body literate: discourse and inscription in early literacy training*  
384

27 Judith Williamson  
*... But I know what I like: the function of 'art' in advertising*  
396

**Part VI** READERS AND READING

INTERPRETATION, IDEATION AND THE READING PROCESS

28 Stanley Fish  
*Why no one's afraid of Wolfgang Iser*  
407
CONTENTS

29  Wolfgang Iser
    Talk like whales: a reply to Stanley Fish  426

THE STUDY OF READERS’ MEANINGS

30  Jerry Palmer
    The act of reading and the reader  438

31  Janice A. Radway
    Reading the romance  448

32  Jen Ang
    Dallas between reality and fiction  466

    Glossary  479
    Bibliography  486
    Index  502