

Signs & Meaning

Communications & Media

Reading an image the way you would read a sentence.

The working vocabulary.

Term	Means
Signifier	The form: the mark, sound or image
Signified	The concept it calls up
Denotation	What is literally shown
Connotation	What it suggests culturally
Myth	Connotation that feels natural
Code	The shared convention that allows it

Denotation and connotation are the two questions worth asking of any image: what is here, and what is it asking me to feel about it?