

Empirical Research on Semiotics and Visual Rhetoric

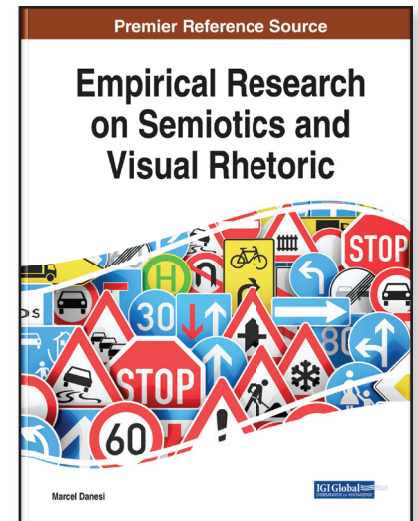
Part of the Advances in Multimedia and Interactive Technologies Book Series

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Description:

The study of symbols has long been considered a necessary field to unravel concealed meanings in symbols and images. These methods have since established themselves as staples in various fields of psychology, anthropology, computer science, and cognitive science.

Empirical Research on Semiotics and Visual Rhetoric is a critical academic publication that examines communication through images and symbols and the methods by which researchers and scientists analyze these images and symbols. Featuring coverage on a wide range of topics, such as material culture, congruity theory, and social media, this publication is geared toward academicians, researchers, and students seeking current research on images, symbols, and how to analyze them.



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Topics Covered:

- Congruity Theory
- Creative Environment
- Learning Theory
- Material Culture
- Semiosis
- Social Media
- Sociolinguistics
- Visual Culture

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