

What is Semiotics?

Contributed by DJS Research Ltd
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Semiotics, as explained by DJS Research Ltd.

Semiotics (also Semiology, Semiotic Studies) is the study of metaphor, analogy, signification and communication as well as cultural signs and symbols. In a market research environment, semiotics is used in branding and the construction of a brand identity and associated culture. Some notable examples include British Telecom's "good to talk"™, Persil "Dir"™ and Apple Inc.

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