



#SemioticApproach

#MeToo
Rachel Fritsch

Semiotic Approach

Images, Sounds, & Words -create meaning

Denotation: Actual object / Literal / Fixed to image

- Signifiers


Connotation: Interpreted/ Decoding of the signifiers

- Signified

The Daily Telegraph


SEMIOTICS

Semiotics is the study of signs. It is both the theory & analysis of signs & signifying practices.



Ferdinand de Saussure
(1857-1913)

Saussure was a French linguist that was one of the first to produce a semiotic theory during work in the early 1900s. Saussure stated that a sign is made up of two parts, the SIGNIFIER and the SIGNIFIED.



Charles Sanders Peirce
(1839-1914)

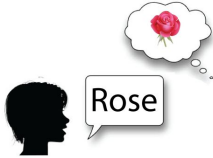
Charles Sanders Peirce, was an American philosopher that also formulated a semiotic theory around the same time as Saussure, the early 1900s. Peirce stated semiotics to be the relationship between a SYMBOL, ICON and an INDEX.

SIGN

A successful, understandable form of communication.

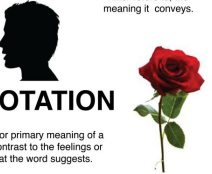
SIGNIFIER

Any motion, gesture, image, sound, pattern, or event that conveys meaning and communicates.




SIGNIFIED

The concept that a signifier refers to, the meaning it conveys.




CONNOTATION

The feelings, ideas and cultural meanings which are associated with the word or object. Not the literal meaning.




DENOTATION

The literal or primary meaning of a word, in contrast to the feelings or ideas that the word suggests.




ICONS

Signs where the signifier resembles the signified.




SYMBOLS

Signs where the relation between signifier and signified is purely conventional and culturally specific.



INDEXES

Signs where the signifier is caused by the signified.



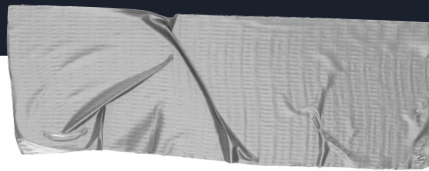
Syntagm

A single word or element of design that, when altered, can change the overall meaning.

The man walked
stormed
ran
jumped
crashed
broke into the house

Paradigm

A group or related ideas that are interchangeable in a sentence or design, yet they still have the same collective meaning.



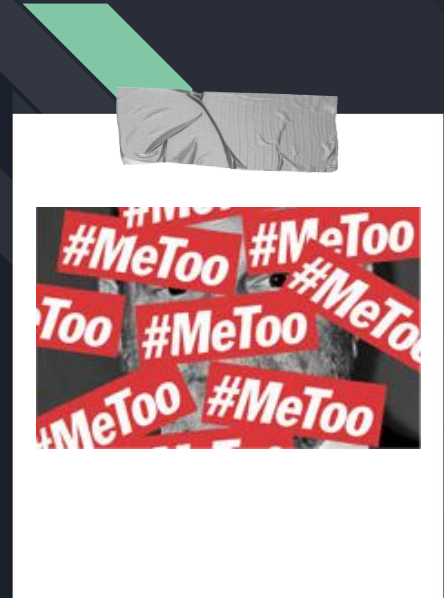
The Image in Focus



Decoding the Image

Denotation

- B&W image of Harvey Weinstein
- Bold Text: “#MeToo”
- Use of Hashtag
- Colors: black, white, red



Decoding the Image

Connotation

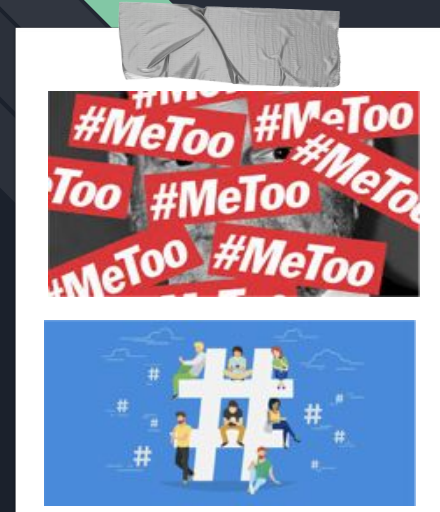
- The use of the symbol “#” before the text
= Hashtag

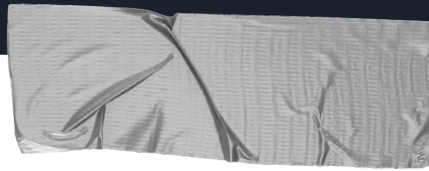
Hashtags are culturally symbolic to twitter

- hashtags are A means to connect similar topics Happening around the world. Connecting and engaging people who having similar conversation.

The repetition of the text reminds us that there are multiple women Having similar conversations around the world.

The run off text reminds us there is continuation of this issue past Harvey Weinstein





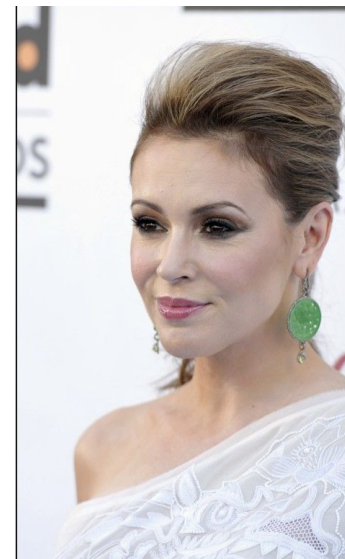
#MeToo Movement

-Founded in 2006, this movement was to help empower survivors of sexual violence, particularly WOC. Use of this hashtag spiked in the fall of 2017.

-The hashtag #MeToo went viral on the social media platform Twitter. High profile actors such as Alyssa Milano and Jennifer Lawrence such as also began to join in.

-#MeToo was a way to show the survivors strength in numbers

-The #MeToo movement lead to over 200 accusations of men in higher power. including Harvey (celebrities, politicians, CEOs etc.)



(Alyssa Milano tweet inspired many other A list celebrities to join the #MeToo movement.)

Twitter recognizes #MeToo movements importance on Twitter's "Twitter Moments" and honors it with its own icon. (which now appears when it's used)

Decoding the Image Continued...

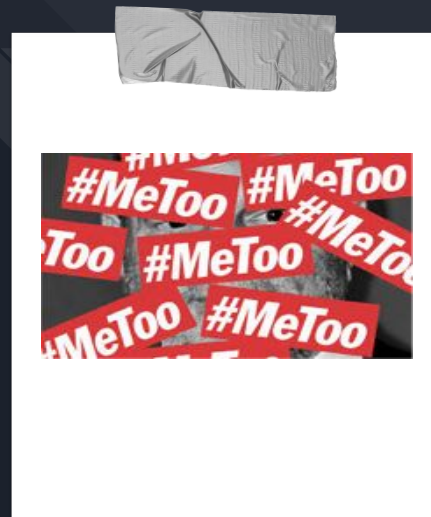
Connotation


Black & White image of Harvey Weinstein

- Furthers attention to the text > women's voices are more important
- Eyes are visible > invitation? > victim? > male gaze?
- Lack of evidence, could be any man
- Represents multiple men

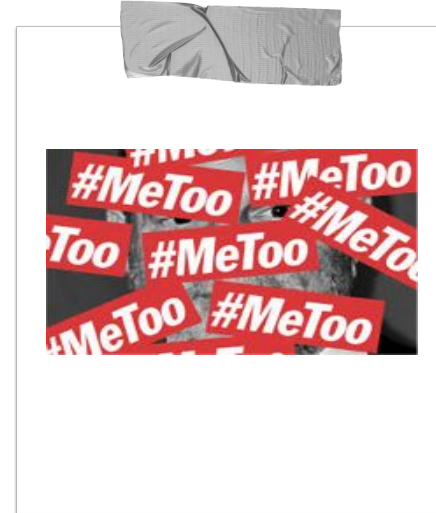
Use of the color Red

- often an indication for fear and danger





In conclusion, the denotation is what we physically see and the connotation is the feelings being invoked from what we see. This image holds many different meanings depending on its viewer, speaking to a culture that happens all over the world.





Bonus slide Semiotics & The Hashtag

Found this interesting video about semiotics and the # hashtag alone !

- [Where Does the #Hashtag Symbol Come From?](#)