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I would then move on to *Semiotics: The Basics* by Daniel Chandler for a detailed exegesis. The graphic style made me wary at first as I wasn't expecting it (the 1999 version is not described as a graphic guide) and I thought I would hate it when I opened it but after a few pages I found the format really helped to outline the key concepts.

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Toronto Studies in Semiotics and Communication Editors: Marcel Danesi, Umberto Eco, Paul Perron, Peter Schultz, Thomas A.

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