



# Sign Studies and Semioethics (Semiotics, Communication and Cognition)

*Susan Petrilli*

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## **Sign Studies and Semioethics (Semiotics, Communication and Cognition)** Susan Petrilli

This book examines the issues surrounding the problematic perpetuation of dominant sign systems through the framework of 'semioethics'. Semioethics is concerned with using semiotics as a powerful tool to critique the status quo and move beyond the reproduction of the dominant order of communication. The aim is to present semioethics as a method to engage semiotics in an active rethink of our ability as humans to affect change.

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