

The Communication Theory Reader

Edited by

PAUL COBLEY



London and New York

Contents

Acknowledgements	ix
1 Paul Cobley	
<i>Introduction</i>	1
Part I SIGNIFICATION	
THEORIES OF THE SIGN	
2 Ferdinand de Saussure	
<i>The object of linguistics</i>	37
3 Charles Sanders Peirce	
<i>A guess at the riddle</i>	48
THE SIGN IN USE	
4 Émile Benveniste	
<i>The nature of the linguistic sign</i>	63
5 V. N. Vološinov	
<i>Toward a Marxist philosophy of language</i>	70
6 M. A. K. Halliday	
<i>'Introduction', Language as social semiotic: the social interpretation of language and meaning</i>	88
Part II 'MEANING': LINGUISTIC AND VISUAL	
LINGUISTIC 'MEANING'	
7 Ferdinand de Saussure	
<i>Linguistic value</i>	99

- 8 **Steven Cohan and Linda M. Shires**
Theorizing language 115

VISUAL 'MEANING'

- 9 **Roland Barthes**
Denotation and connotation 129
- 10 **Roland Barthes**
The photographic message 134
- 11 **Umberto Eco**
How culture conditions the colours we see 148
- 12 **Gunther Kress and Theo van Leeuwen**
Reading images 172

Part III THE SIGN IN POST-STRUCTURALISM

SIGNIFIERS AND SUBJECTS

- 13 **Jacques Lacan**
The agency of the letter in the unconscious 186
- 14 **Mikkel Borch-Jacobsen**
Linguisteries 195

THE PLAY OF DIFFÉRANCE

- 15 **Jacques Derrida**
Semiology and grammatology: interview with Julia Kristeva 209
- 16 **Brian Torode**
Textuality, sexuality, economy 225

Part IV SIGN USERS AND SPEECH ACTS

SAYING AND DOING

- 17 **J. L. Austin**
Performatives and constatives 255
- 18 **John Searle**
What is a speech act? 263

PERSON, PROCESS AND PRACTICE

- 19 **Émile Benveniste**
The nature of pronouns 285
- 20 **Roman Jakobson**
Shifters and verbal categories 292
- 21 **Gunther Kress**
Social processes and linguistic change: time and history in language 299

Part V THE INSCRIPTION OF THE AUDIENCE IN THE MESSAGE

CINEMATIC INSCRIPTION

- 22 **Émile Benveniste**
Relationships of person in the verb 320
- 23 **Nick Browne**
The spectator-in-the-text: the rhetoric of Stagecoach 331
- 24 **Stephen Heath**
Narrative space 352

BODIES, SUBJECTS AND SOCIAL CONTEXT

- 25 **M. A. K. Halliday**
Language as social semiotic 359
- 26 **Allan Luke**
The body literate: discourse and inscription in early literacy training 384
- 27 **Judith Williamson**
... But I know what I like: the function of 'art' in advertising 396

Part VI READERS AND READING

INTERPRETATION, IDEATION AND THE READING PROCESS

- 28 **Stanley Fish**
Why no one's afraid of Wolfgang Iser 407

29	Wolfgang Iser	
	<i>Talk like whales: a reply to Stanley Fish</i>	426
THE STUDY OF READERS' MEANINGS		
30	Jerry Palmer	
	<i>The act of reading and the reader</i>	438
31	Janice A. Radway	
	<i>Reading the romance</i>	448
32	Ien Ang	
	<i>Dallas between reality and fiction</i>	466
	Glossary	479
	Bibliography	486
	Index	502