

Contents

Acknowledgments	vi
Introduction	1
1 The mediated world	5
2 An outline of semiotic theory	37
3 Print media	71
4 Audio media	107
5 Film and video	141
6 Television	175
7 The computer, the internet, and artificial intelligence	199
8 Advertising	227
9 Impacts of the media	251
 Glossary	275
Bibliography	283
Index	298