

# Semiotics Communication and Encoding v/s Decoding

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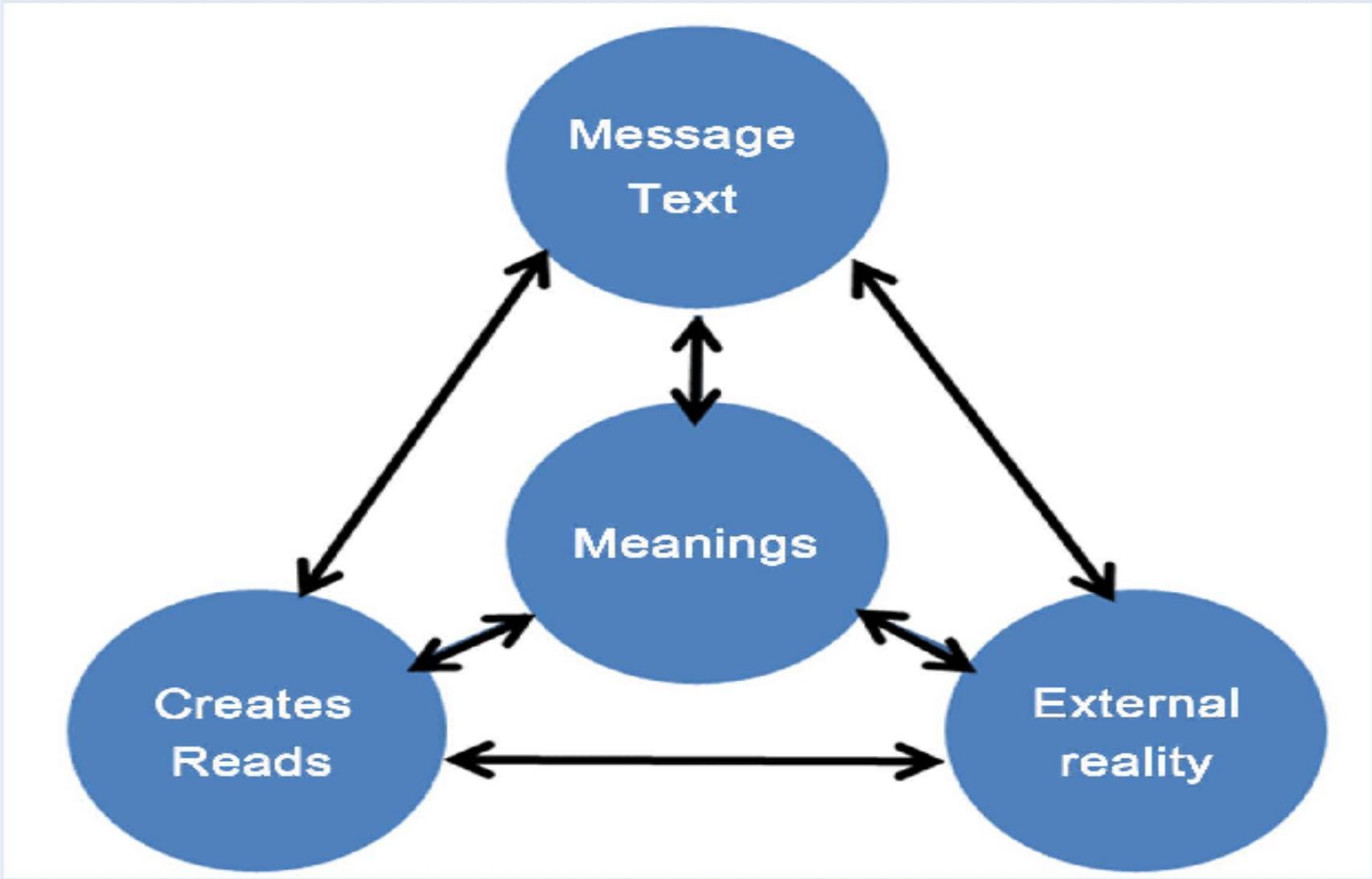
# Semiotics Communication

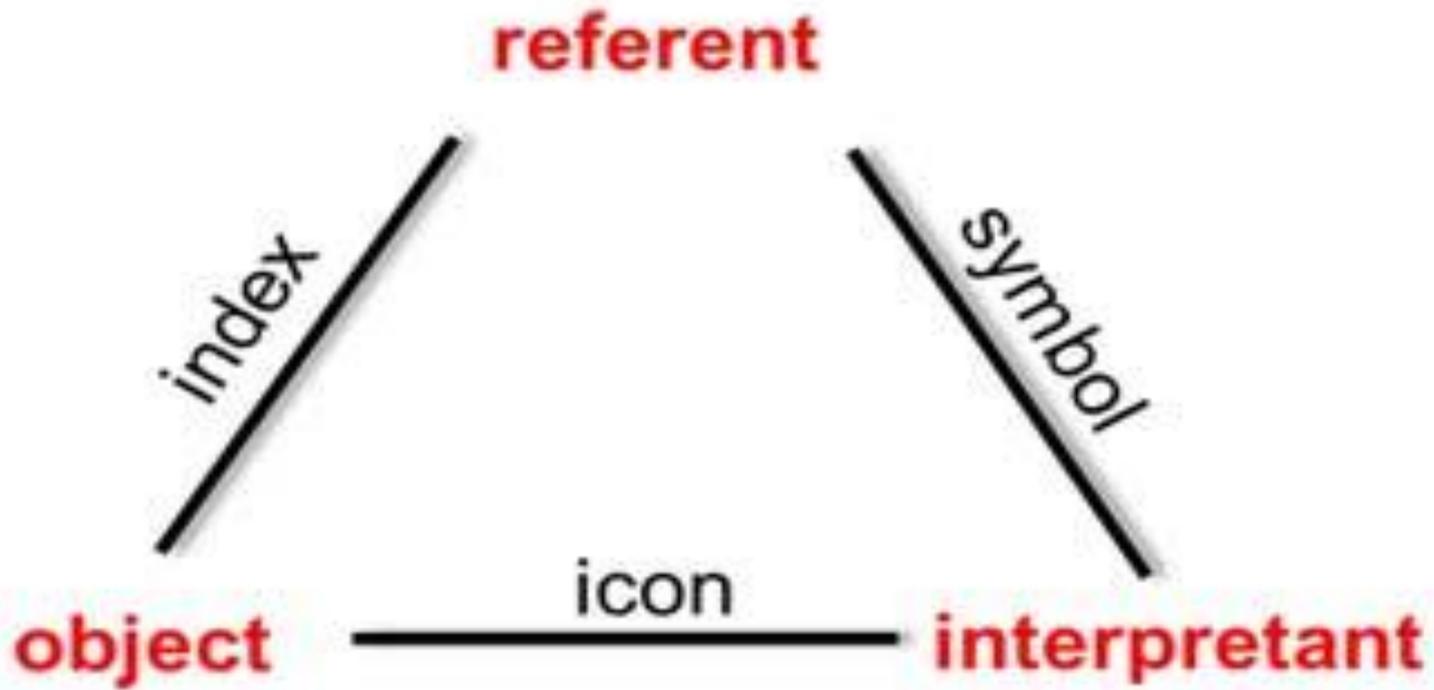
- **Semiotics** (also called **semiotic studies**) is the study of sign process (semiosis), which is any form of activity, conduct, or any process that involves signs, including the production of meaning.
- A sign is anything that communicates a meaning, that is not the sign itself, to the interpreter of the sign. The meaning can be intentional such as a word uttered with a specific meaning, or unintentional, such as a symptom being a sign of a particular medical condition.

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- Signs can communicate through any of the senses:
  - visual,
  - auditory,
  - tactile,
  - olfactory,
  - or gustatory.

- The semiotic tradition explores the study of signs and symbols as a significant part of communications. Unlike linguistics, semiotics also studies non-linguistic sign systems.
- Semiotics includes the study of signs and sign processes, and communication.
- Ferdinand de Saussure founded his semiotics, which he called semiology, in the social sciences.
- Studies have shown that semiotics may be used to make or break a brand. Culture codes strongly influence whether a population likes or dislikes a brand's marketing, especially internationally.

- **Semiotics** based on “**semiosis**,” the relationship between a sign, an object, and a meaning. The sign represents the object, or referent, in the mind of an interpreter. “Interpretant” refers to a sign that serves as the representation of an object.
- **Semiotics** is the study of signs and symbols, in particular as they **communicate** things spoken and unspoken. Common signs that are understood globally include traffic signs, emojis, and corporate logos.





SEMIOTIC TRIANGLE

- Semiotics is the discipline studying the meanings, uses, and functions of signs and sign systems—a “sign” being defined as anything (a word, gesture, facial expression, and so on) that stands for something other than itself, to someone, in some capacity.
- American philosopher Charles Sanders Peirce (b. 1839–d. 1914), called it a “doctrine,” in the sense of a set of principles. It has also been called “semiology” by Ferdinand de Saussure (b. 1857–d. 1913), another modern-day founder.
- The terms “significs,” coined by Victoria Lady Welby (b. 1837–d. 1912), and “sematology” are also sometimes used. The term “semiotics” was adopted by the International Association for Semiotics Studies in 1969.

# Encoding v/s Decoding

- Encoding is like applying some algorithm or computations. It can be performed for compressing data, or hiding information for cryptographic purpose or to represent it in a specific format.
- Decoding is the inverse procedure of encoding. It produces back the original data.
- In layman terms, encoding is like wrapping up an object and decoding is like removing the cover so that actual object is visible.

- If encoding has been done for compressing data, decoding will produce same data.
- If encoding has been done for hiding information for cryptographic purpose, decoding will return back the original data.
- Literally encoding means to convert body of information from one system to another system in the form of codes. Code is the system of symbol, sign or letters used to represent the secret meaning.

- According to John Fiske, coding is “consist of both signs and rules that determine that how and in what context these signs are used and how they can be combined to form more complex messages”.
- It has been observed that communication process is continuous. There is no end in it, because the one encodes the message and the other decodes the message.

- A successful decoding is a skill (for example carefully reading and listening a message for better understanding).
- Decoding means that the message which source has encoded then the decoder interprets the message according to his own mentality and experience.
- So where the message is simple and clear. Then the encoded message will be easily understood by the receiver.



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Thank you

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