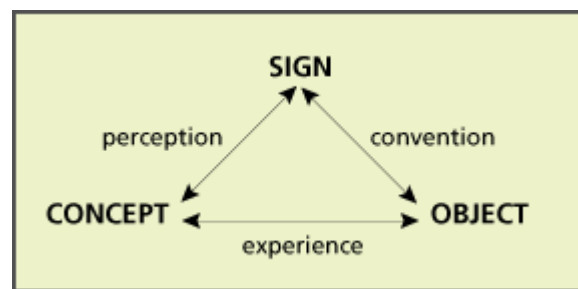


SEMIOIC TAMBAHAN!

Semiotic theory explains the process by which meaning arises during the perception and interpretation of sensory data. There are a number of variations of the model, however the *semiotic triangle* is probably the most common. The semiotic triangle model include three elements:

- a perception of something that exists in the physical world,
- an object or concept to which the perception is said to refer,
- a thought, image or concept that is formed in the mind as a result of the perception and which relates to the object.



It is this relationship, present among the elements of the many signs that human beings constantly encounter, that forms the basis for the patterns of meaning that develop in human communication. Models involving the use of signs have been developed by a number of semiotic theoreticians, most notably, Saussure and Pierce. See also Barthes, Eco.

Semiotic approaches to the analysis of communication texts often begin by first identifying the [paradigms](#) involved. The following is an example of a [\[paradigmatic semiotic analysis\]](#). More complex semiotic analysis focuses on the changes that occur in the structure of the [syntagms](#) over time. The following is an example of a [\[syntagmatic semiotic analysis\]](#).

• OUTLINKS

- [University of Colorado at Denver School of Education: Semiotics](#)
- [Daniel Chandler: Semiotics for Beginners](#)



SIGN

Loosely defined as "a pattern of data which, when perceived, brings to mind something other

than itself," the notion of the sign is central to the [semiotic approach](#) to the study of communication. The term can refer to the relationship among the elements of the semiotic model, or it can be used to indicate the first of the three elements, i.e., the physical thing perceived.



SOCIAL CONSTRUCTION OF REALITY [\[HFCL TUTORIAL: THE COMMUNICATION ENVIRONMENT\]](#)

The theory, as expounded by [Berger and Luckmann](#), that the actions of human beings as they live their everyday lives create a social reality that is as unavoidable as the non-social reality that is usually termed "nature."

[\[Summary of the Model\]](#)



SOCIETY

Although any group of humans connected by means of communications may be termed a "society," the term usually refers to a very large group that has developed a wide variety of shared languages, institutions and behaviors.

- **OUTLINKS**

Teori semiotik menjelaskan proses yang berarti timbul selama persepsi dan interpretasi data sensorik. Ada sejumlah variasi model, namun segitiga semiotik adalah mungkin yang paling umum. Model segitiga semiotik meliputi tiga unsur:

persepsi sesuatu yang ada di dunia fisik,

objek atau konsep yang persepsi dikatakan merujuk,

pikiran, gambar atau konsep yang terbentuk dalam pikiran sebagai hasil dari persepsi dan yang berhubungan dengan objek.

segitiga semiotik

Ini adalah hubungan ini, hadir di antara unsur-unsur dari banyak tanda-tanda bahwa manusia terus-menerus menemukan, yang membentuk dasar untuk pola makna yang berkembang dalam komunikasi manusia. Model yang melibatkan penggunaan tanda-tanda telah dikembangkan oleh sejumlah teori semiotik, terutama, Saussure dan Pierce. Lihat juga Barthes, Eco.

Pendekatan semiotik untuk analisis teks komunikasi sering mulai dengan terlebih dahulu mengidentifikasi paradigma yang terlibat. Berikut ini adalah contoh dari [analisis semiotik paradigmatis]. Lebih analisis semiotik kompleks berfokus pada perubahan yang terjadi pada struktur syntagms dari waktu ke waktu