



Discourses in Place: Language in the Material World

Ron Scollon, Suzie Wong Scollon

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Discourses in Place is essential reading for anyone with an interest in language and the way we communicate. Written by leaders in the field, this text argues that we can only interpret the meaning of public texts like road signs, notices and brand logos by considering the social and physical world that surrounds them. Drawing on a wide range of real examples, from signs in the Chinese mountains, to urban centres in Austria, Italy, North America and Hong Kong, this textbook equips students with the methodology and models they need to undertake their own research in 'geosemiotics', the key interface between semiotics and the physical world.

Discourses in Place is highly illustrated, containing real examples of language in the material world, including a 'how to use this book' section, group and individual activities, and a glossary of key terms.



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