**Roland Barthes’ “Semiotic Theory”**

Roland Barthes (1915 – 1980) is one of the most recognised names in the field of Semiotics. His Semiotic Theory has been the inspiration behind many aspiring students and teachers alike. His rise to fame coincided with the release of his 1957 book Mythologies, which was a collection of essays he had authored. The public was so fascinated by his ideas that his opinion was often sort in the public arena.

Signs range from speech, body language and symbols to paintings, music and Morse code. Barthes’ Semiotic Theory broke down the process of reading signs and focused on their interpretation by different cultures or societies. According to Barthes, signs had both a signifier, being the physical form of the sign as we perceive it through our senses and the signified, or meaning that is interpreted.

Barthes also believed that every ideological sign is either a Denotative sign system or a Connotative sign system. A Denotative sign, which is a strictly descriptive system, is the result of the signifier image and the signified concept combining. A Connotative sign is one that has lost its historical meaning. This could be due to a number of things including: changes in culture or terminology, an event, or even just evolution.

Semiotic Theory is an ‘Interpretive’ theory that can be applied to most aspects of everyday life although most people would not realise it.

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| **Scene Analysed** | **Signifiers (denotative notes of media language) – combine three separate elements of media language** | **Signified (connotative analysis of media language)** |

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