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Notes:

. I believe Roland Barthes questions whether images are a language on their own.

. Barthes also believed that every ideological sign is either a Denotative sign system or a Connotative sign system.

. People frequently mistake the meaning of an image, according to Barthes.

*. Roland Barthes analyses an advertising image and uses it as*

*a means of teasing out how different messages are conveyed by a system of signs*

. He identifies three classes which are:

 1. linguistics

1. symbolic
2. literal

. A Denotative sign, which is a strictly descriptive system, is the result of the signifier image and the signified concept combining.

. Each image can connote multiple meanings, which ones are taken, depends on the viewer.

. A problem with analyzing the connoted signified is that there is no language for expressing or articulating them.

. Does this technique work for other genres?

. What does Lexicon mean? is the vocabulary of a language or branch of knowledge. In linguistics, a lexicon is a language's inventory of lexemes.