

Discourse Analysis of the film “ are my shoes?” in terms of representation: Cultural-Sociosemiotics

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Semiotics regarding to all aspects of language and pragmatic devices, addresses and deals with the analysis of signs, the factors in the process of production, interpretation and the principles to understand the meaning of texts, including spoken, written, audible, visual and musical texts. The present study aimed at analyzing the discourse of the film namely “ are my shoes?” by the codes and signs within the situational context and co-text based on the verbal and non-verbal features. Fairclough’s three-layered critical discourse analysis, cultural semiology inspired by Barthes along with Metz’s semiology view points on film furnished scaffolding frames for data analyses. To scrutinize signs, schema and all aspects of per se semio-critical characteristics, the results obtained through description, interpretation and explanation revealed the cultural attribution, ideological load of the text, verbal features and psychological effects, through some sequences and situational context bestowed the notion of signema as the final implication of the research.

Keywords : Semiotics regarding- including spoken, writte

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