



The Texture of Culture: An Introduction to Yuri Lotman's Semiotic Theory (Semiotics and Popular Culture)

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In this introduction to the semiotic theory of one of the most innovative theorists of the twentieth century, the Russian literary scholar and semiotician Yuri Lotman, offers a new look at Lotman's profound legacy by conceptualizing his ideas in modern context and presenting them as a useful tool of cultural analysis.

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