

# Semiotics and crocodile assignment



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Semiotics Analysis With the use of signs or pictures we can understand the intention of the meaning behind the signs or pictures in a particular way that is recognisable to a particular culture that has developed a uniform language. Say for example a picture that signifies danger would look like the picture below in context of the Critical Thinking and Global Implications section of the brochure. The sign means do not hold children whilst viewing the crocodile enclosure. It is simple to read using colour and form, red being globally associated with danger.

Take note how the use of green is outset, meaning stay within the grounds as green is commonly associated as a safe colour. Semantics is sometimes contrasted with syntax the study of the symbols of a language (without reference to their meaning), and pragmatics the study of the relationships between the symbols of a language, their meaning, and the users of the language. If the sign were to be taken into a culture that had never seen a crocodile it is very possible the viewer of the sign could mistake it as a symbol or sign to give food , or in this case , a small child to the creature.

It is highly unlikely for any culture to read this as a positive symbol or sign to feed small children to a crocodile. Pragmatics is a subfield of linguistics which studies the ways in which context contributes to meaning, in this scenario with the crocodile and the child the meaning behind the sign signifies danger and is threatening. Take note of the black vertical bar that divides the picture of a crocodile and the picture of a person holding a small child.