

Librería  
**Bonilla y Asociados**  
desde 1950



**Título:** Structuralism And Semiotics

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**Precio:** \$1650.00

**Editorial:**

**Año:** 1997

**Tema:**

**Edición:** 1ª

**Sinopsis**

**ISBN:** 9780415321525

Published in 1977 as the first volume in the New Accents series, *Structuralism and Semiotics* made crucial debates in critical theory accessible to those with no prior knowledge of the field. Since then a generation of readers have used the book as an entry not only into structuralism and semiotics, but into the wide range of cultural and critical theories underpinned by these approaches.