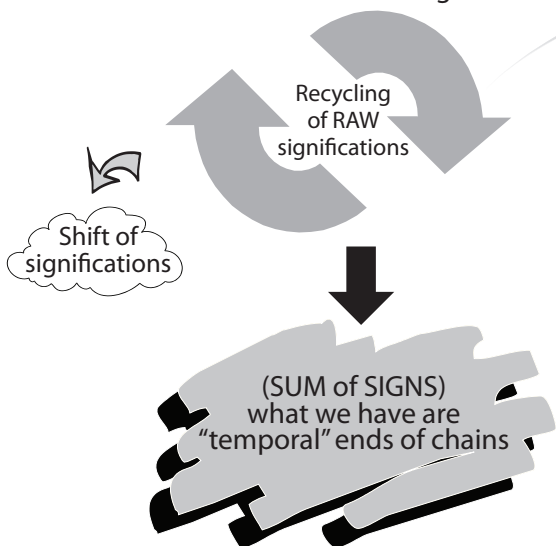


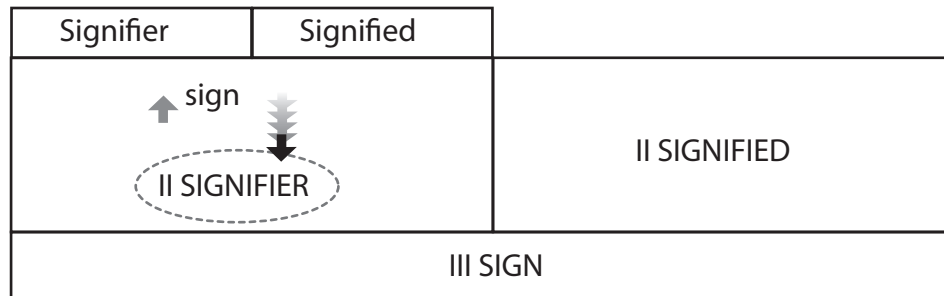
CLOSE READING OF ROLAND BARTHES' "MYTH TODAY"

**Semiological Chain**

The Myth is constructed within a system of pre-existing myths... in a second-order semiological order



MYTH



STAGGERED SYSTEM (S)

Metalinguage ::  
Build on the previous one.  
Speaks about the first  
global sign:: TOTAL TERM

Mythologist ::  
We are surrounded by  
a system of significations,  
... they are just signs

Can be interpreted as final terms  
of a linguistic system or the first of  
the 'mythical' system

The 'myths' which suffuse our lives  
are insidious precisely because  
they appear so NATURAL. They  
call out of the detailed analysis  
which semiotics can deliver

