

INTRODUCTION TO ROLAND BARTHES: THE MYTH

It is a type of speech
[A speech with special conditions]

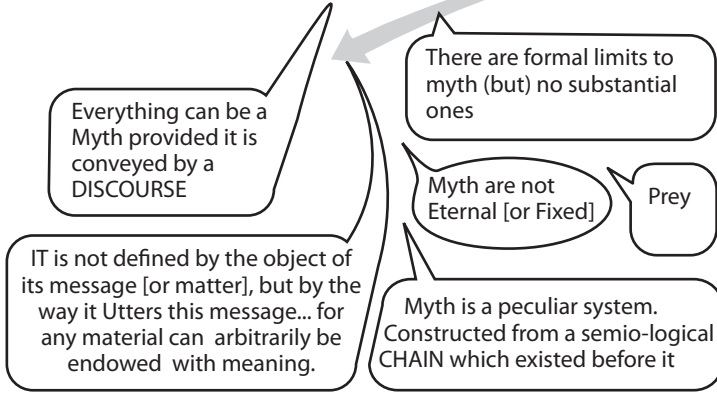
Within a system
of communication



A myth cannot possible be
AN OBJECT, A CONCEPT OR
AN IDEA

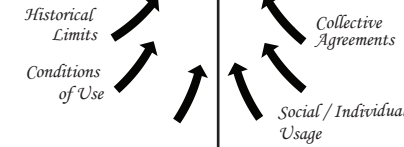
How is it that History can
be reinterpreted
using semiotics?

MYTH



It is a MODE OF SIGNIFICATION a

FORM



Significations are ARBITRARY and GIVEN

Mythology:
"Ideas-in-FORM" (112)

Semiology: Science of forms, since it studies significations apart from their content

Meaning - Significance - Values

Mythical speech is made of a material which has already been worked on so as to make it suitable for communication

Process

Signifying Consciousness

a lexis

Mythical Speech does not mean = language

- photos
- verbal
- writing
- object ...

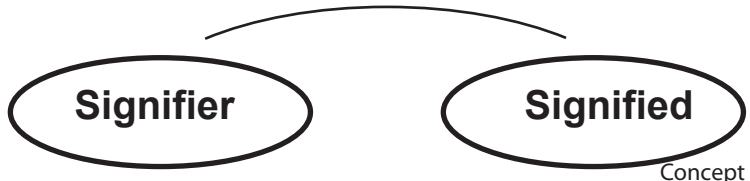
"The more a system is specifically defined in its form, the more amenable it is to historical criticism"

[PLURALITY]
The unity of an explanation cannot be based on the amputation of one or other of its approaches, but [...] on the dialectical co-ordination of the particular

Once its limits are settled, it is not a metaphysical trap...

Tokens

relation between signifier - signified and the sign



Linguistic :: meaning
Myth :: Form



funeral
friendship
Mother
B-day

Rose

FULL of Meaning

Passion love
study
sex
eating

