

Semiotic analysis of Armenian, US, Russian and Israeli Army PSA's

Capstone Project
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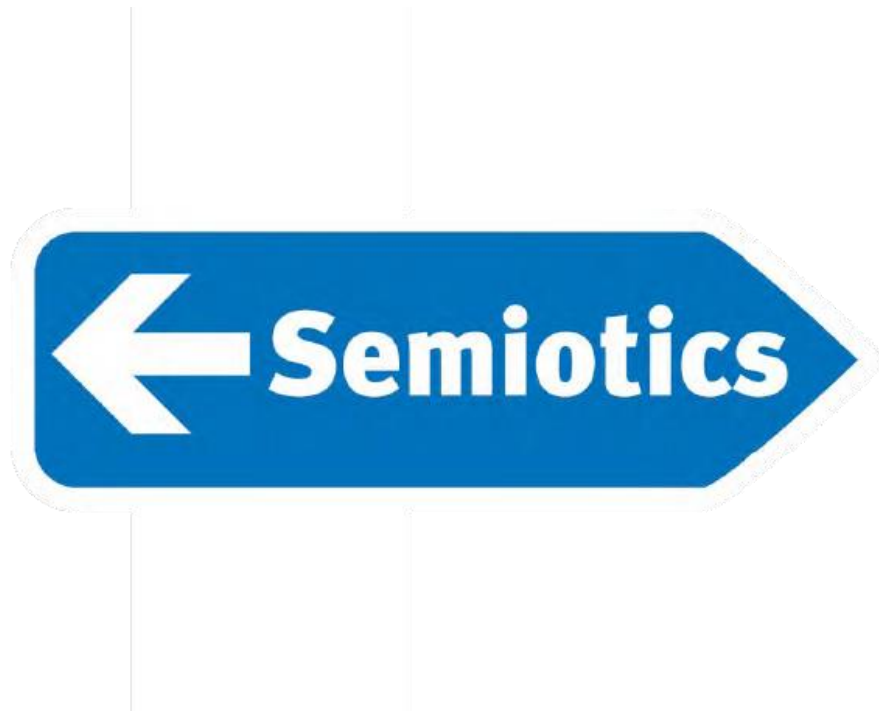
Army PSAs

- Armenian
- Russian
- US
- Israeli



Semiotics

- The study of signs. Shows how the message is appealing to the interpreter (viewer)
- Decodes the hidden message.



Analysis of the message



Connotation vs. Denotation

Almost every word has two kinds of meanings...

Denotation:
the straightforward dictionary definition

Connotation:
the ideas and feelings associated with
the word

Research questions

- To reveal how the message is constructed in the army PSA's of the selected countries?
- How the army is presented in PSA's?
- How the PSA's appeal to the viewer?
- What features of the army are highlighted, or were intended to be highlighted?