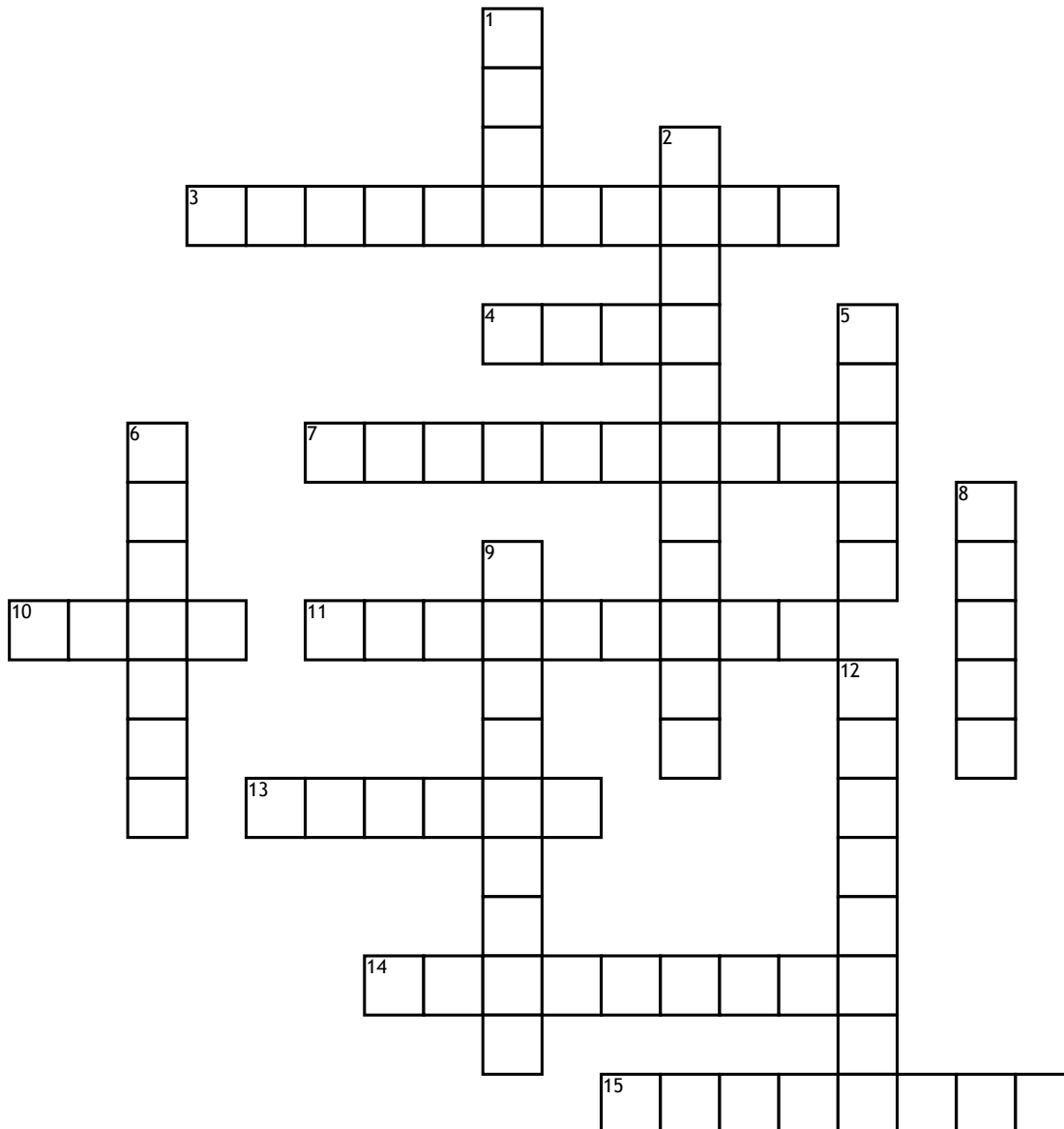


# Semiotics



## Across

3. Agreed paradigms or signals that establish a genre  
 4. Sign that looks like something but isn't the thing itself.  
 7. The thing itself  
 10. Why we have those associations  
 11. The thing itself  
 13. Abstract image that represents something.

14. The name we give to something e.g. a chair

15. A set of signs

## Down

1. Gesture, action or image used to convey information or an instruction  
 2. Our experiences or associations  
 5. Type of text you are looking at. how we categorise things to make it easier to group text together.

6. Outcome of the paradigm.

8. A sign that has either a factual or casual connection to the thing it represents.

9. Happens when words are used to give meaning to an image.

12. The word chair isn't something that you sit on but we understand what the word refers to due to socialisation