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- *key concepts such as abduction, code, modelling, philology and syntax
- *key individuals: Bakhtin, Chomsky, Peirce, Saussure, Sebeok and others
- *key theories and schools, including American structuralism, pragmatism and the Prague School.

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Editorial Review

About the Author

Paul Cobley is the author of *Introducing Semiotics* (with Litza Jansz), *The American Thriller* and the forthcoming New Critical Idiom title, *Narrative*. He is the editor of Routledge's *Communication Theory Reader*. Paul Cobley is Reader in Communications at London Guildhall University.

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