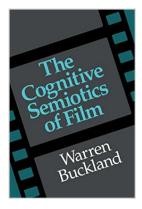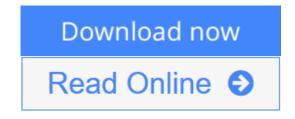# The Cognitive Semiotics of Film

By Warren Buckland

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In The Cognitive Semiotics of Film, Warren Buckland argues that the conflict between cognitive film theory and contemporary film theory is unproductive. He examines and develops the work of "cognitive film semiotics," a neglected branch of film theory that combines the insights of cognitive science with those of linguistics and semiotics. Presenting a survey of cognitive film semiotics, this study also reevaluates the film semiotics of the 1960s, highlights the weaknesses of American cognitive film theory, and challenges the move toward "post-theory" in film studies.

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The Cognitive Semiotics of Film By Warren Buckland Bibliography

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Review
"Students ans scholars of film at all levels will profit from having this study available in English for the first time. In writing his volume, Buckland drew on cognitive semantic theory of Michel Colin, Francesco Casetti and Christian Metz's theories of film enunciation, Roger Odin's cognitve-pragmatic film and Noam Chomsky's transformational generative grammar, thereby producing a study that will be beyond the average undergraduate. Libraries serving undergraduates will want to consider Mitry's book." Choice

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