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INTRODUCTION TO COMMUNICATION STUDIES 42 relationship between the sign, the user, and external reality as a necessary model for studying meaning. Peirce, who is commonly regarded as the founder of the American tradition of semiotics, explained his model simply: A sign is something which stands to somebody for something in some respect or capacity.

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AUTHORS Our Communication, Our World: An Introduction to Communication Studies is suitable for introduction to human communication courses, usually called introduction to communication studies, speech communication, or human communication. The course is geared to communication

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