

Postmodern Communication Through Semiology

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Abstract : This paper takes a semiological approach to show, that the meaning is not located in the art object nor it is exclusively in the mind of the perceiver, but rather lies in the relationship of the two. The ultimate intention of making art is to be presented and perceived by subjective human beings. But there will be as many different interpretations of the art presented to them, as they are individuals in the audience. To support this claim, the latest research from neuroscience, cognitive psychology, and Neo-Darwinism is used. This paper draws on Richard Dawkins' concept of memes as one of the main tools for explaining how differences get created within various socio-cultural environments. Analyzing pitfalls of the modernist worldview, the author proposes postmodern methods as more efficient ways of understanding today's complexities in the art, culture, and the world. Deconstructing how these differences have come about, presents a possibility for the transgression of the opposing and many times adamant viewpoints.

Keywords : semiology, music, meme, postmodern

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