



Symbols, Signs & Visual Codes: A Practical Guide to Understanding and Decoding the Universal Icons, Signs and Symbols That are Used in Literature, Art Religion, Astrology, Communication, Advertising, Mythology and Science

By Mark O'Connor, Raje Airey



Hermes House. Hardback. Book Condition: new. BRAND NEW, Symbols, Signs & Visual Codes: A Practical Guide to Understanding and Decoding the Universal Icons, Signs and Symbols That are Used in Literature, Art Religion, Astrology, Communication, Advertising, Mythology and Science, Mark O'Connor, Raje Airey, This is a practical guide to understanding and decoding the universal icons, signs and symbols that are used in literature, art, religion, astrology, communication, advertising, mythology and science. It shows how signs and symbols have been used from the dawn of humanity to the modern age as a means of conveying belief, concepts, identity, emotions, and ideas. It explores major thematic concepts, including patterns and graphics, myth and the cosmos, the cycle of life, flora and fauna, and the living planet. It includes special sections on the signs and symbols used in alchemy and astrology, which still have echoes in modern art, advertising and the media. It focuses on the most important cultural symbols of all: the wheel, cross, gateway, rainbow, dragon, sun, serpent, and the labyrinth, and how they are used through the centuries in different civilizations. Signs and symbols are integral to the world in which we live: from letters and words on a page...

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