

## Using Semiotics in the Analysis of Mixed Media Art

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### Abstract

Semiotics in visual art communication takes the form of words, sound, scents, flavors, actions, situations, emotions. Through signs and symbols, visual artists communicate their message to their audience. This art based study explored the artists' and viewers' perspectives. The artists, on how they use signs and symbols in mixed media artworks to communicate their message effectively. Using Jakobson's (1960) theory of encoding, the artist as the addresser; the artist's artworks with images/symbols the signifier and its concept as the message, and the decoding by addressee as the viewer. Data were gathered through interviews with a selected male artist and selected audience to analyze the artist's paintings, and interpret meanings from what they see. The findings implied that the artist as author can effectively use his visual rhetoric through signifiers in his work without relinquishing his creative ideas and expressions, engaging and empowering his viewers to interpret his message accordingly.

**Keywords:** *semiotics, visual art, communication, design literacy*