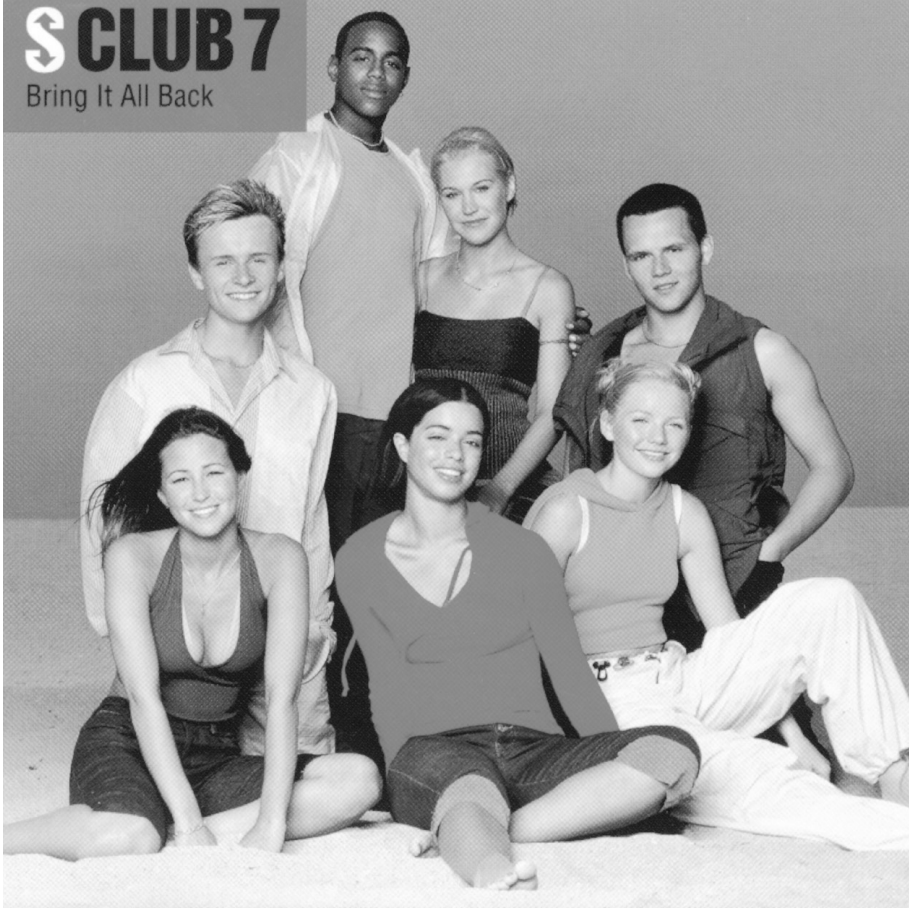


S CLUB 7

Bring It All Back



ACTIVITY ...

What is communicated by the S CLUB 7 CD? Look at every component and comment.

While the approach we are adopting here is essentially semiotic, it does not differ that much at this point from the process approach. Do not see these approaches as mutually exclusive (as a matter of either/or). At a practical level, let them both inform your critical work. Process simply puts much greater store by the role of the encoder and what his/her intentions are, whilst semiotics tends to privilege the receiver.

If we move now from the CD to its cover, we can take another step towards understanding how codes operate and how signs are selected and combined.

This arrangement of signs (group members, facial expressions, costumes, setting) is clearly a selection from a vast number of possible selections and combinations. The number of different ways seven people can be arranged in a straight line is staggering. The signs that