

We Learn Together:

Semiotics of Black Lives Matter by Havyarimana Alain and Terrell Vassel

This presentation will explain semiology and then deconstructs the slogan Black Lives Matter. Extremist take that the Black Lives Matter is against police and is a movement take down the United States. We will deconstruct the slogan Black Lives Matter to show that is not against police, America, or white people.

Associated learning concepts:

Critical Race Theory- Critical race theory is a theoretical framework in the social sciences that examines society and culture as they relate to categorizations of race, law, and power.

Culture Identity theory- Cultural identity refers to a person's sense of belonging to a particular culture or group. This process involves learning about and accepting traditions, heritage, language, religion, ancestry, aesthetics, thinking patterns, and social structures of a culture

Social Justice- Judgments about what is “just,” “fair,” “deserved,” or someone is entitled to receive are a central social judgment lying at the heart of people’s feelings, attitudes, and behaviors in their interactions with others

Semiotics- was founded by Ferdinand de Saussure by expanded on by Roland Barthes. The goal of semiotics is interpreting both verbal and nonverbal signs

Myth- The connotative meaning that signs carry wherever they go. This idea of myth makes what is cultural seem natural.

Sign- Something that stands in for something else

Signifier- is called the signifier because it creates meaning

Signified – The idea the person is communicating is trying to invoke

Deconstruction-The process of unmasking contradictions within a text; debunking

Denotative sign system-A descriptive sign without ideological content. Denotative system which is strictly descriptive.

Connotative sign system- Connotative system which is based on connotation. This means that a neutral sign can become an ideological tool. The original meaning is not lost but it change

***The sources below will show you where to find all the data and information regarding these concepts and theories.

Websites to find Data and Statistics

- The rate of fatal police shootings among Black Americans and more figures and metrics regarding this topic are located at <https://www.statista.com/statistics/585152/people-shot-to-death-by-us-police-by-race>.
- 1 in every 1,000 black men can expect to be killed by police and more information can be found at <https://www.pnas.org/content/116/34/16793>
- Black Americans are 3 times more likely than white Americans to be killed by police can be found on www.mappingpoliceviolence.com.

Academic Journals, News articles, and other Resources

Works cited

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