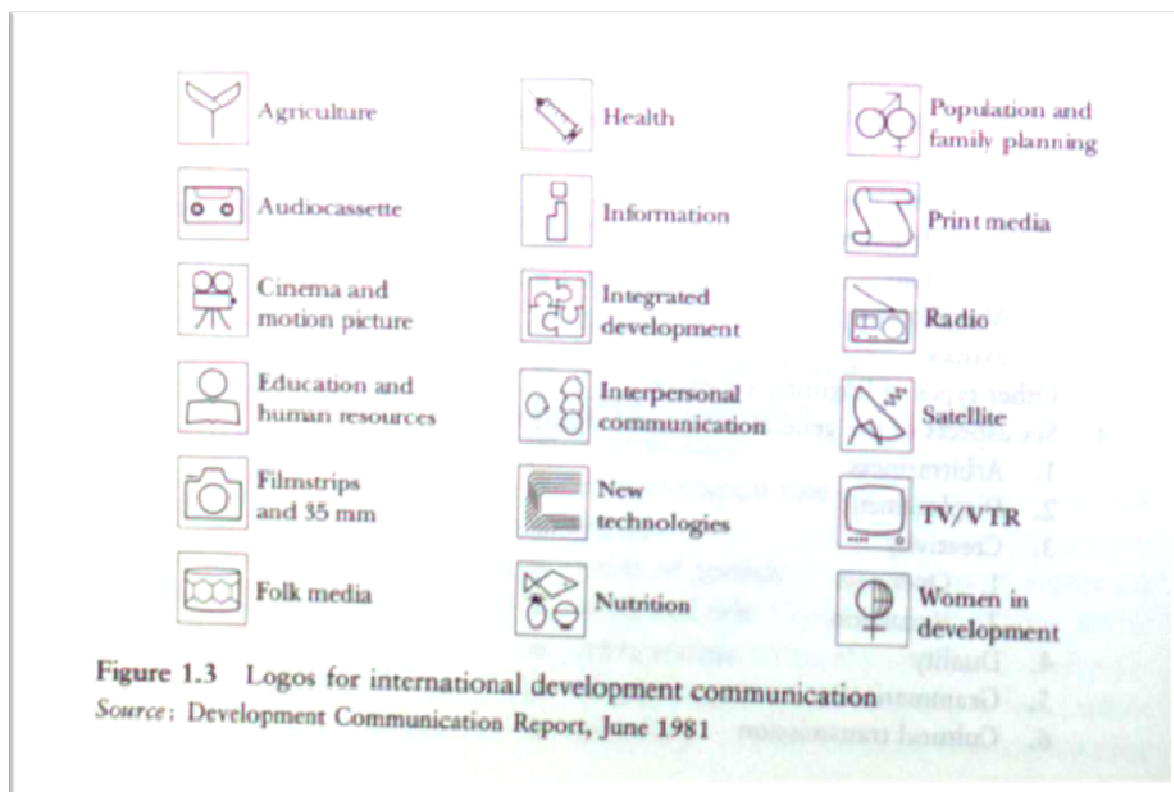


Ćwiczenie 1: Logos for international communication (Hudson 2000)

Notice some of the iconic, indexical, and symbolic aspects of these logos, for example:

- The 'audiocassette' logo is basically iconic. It has the actual appearance of an audiocassette.
- The 'nutrition' logo is basically indexical. It has pictures of a fish, a fruit or vegetable, and a bowl of rice.
- The 'information' logo is basically symbolic. It consists of the letter *i*, which is only arbitrarily associated with this meaning.

Ćwiczenie 2: Czy tak zwane „ikony” na telefonach itp. są naprawdę „ikoniczne”? Które są (też) znakami symboliczne albo indeksami?



