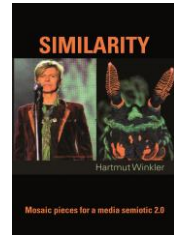


Taken from the book:
Winkler, Hartmut: Similarity. Mosaic Pieces for a Media Semiotic 2.0
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<https://homepages.uni-paderborn.de/winkler/Winkler--Similarity.pdf>
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Back Cover Text

Anyone who studies everyday culture and media will come across many forms of similarity: Fashion ensures that clothes and hairstyles on the streets resemble each other; if I select a movie, Netflix suggests other ‘similar’ ones; and some pop music tracks are so similar that they can be technologically copied one upon the other.

Similarity emerges when we compare things, and there will always be further similarities. Similarity is at play when things are grouped and ordered; repetition and series are based on similarity, and so are schema formation, habit, and convention. At the same time, similarity is a tricky matter: For cannot things that are very different in one way be quite similar in others? This book is devoted primarily to schema formation and seeks new ways to address semiotic questions as well.

If similarity is indeed ubiquitous, and if it assumes function in media and culture, then theory is challenged to find a way to describe this...