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Social Semiotics is a peer reviewed journal that publishes high quality papers that deal with the study of semiotic resources and practices including words, images, behaviours, settings, sounds, design, etc., and the way these are connected to the organization of societies and everyday lives.

Articles must focus on a specific semiotic phenomenon and embody, in their argument and conclusion, a critique of the limitations on and variations in the ways in which semiotic resources/practices may perpetuate biases, imbalance or legitimize and maintain kinds of power interests.

Semiotic analysis in articles might draw on linguistic analysis, visual analysis, content analysis, ethnography, interviews, as well as production studies, and can be tied to political economy. The journal especially welcomes papers that analyse everyday phenomena and the sociopolitical significance of representations.

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