

# Semiotics of Face

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## Summary

Semiotical study presents a sketch panorama of crucial problems and attractive topics connected with face as an object of human culture. Among these topics are: nature-culture dilemma, semiosis of face, iconography, image, representation, identification, face as a sign and its historical transformation from the ancient era descriptions (Aristotle and others), through medieval times, renaissance, Enlightenment, XIX and XX century career of photography and moving images to the recent times. The main author's thesis is considered in regards to changes of permanent social game and explores problem of facialisation and screenisation of contemporary culture redefining traditional point of view on face in the static portrait categories.