

The Semiotic Square (for journalists)

Journalists tend to work in polarities, interviewing one side then the other. A semiotic square can be of particular use for finding new voices on a topic because it plots oppositions and then identifies the spaces in between.

Story topic: _____

Elements of the story	Oppositions/tensions

1. Choose two elements with strong tensions to start your semiotic square. Write these in the top corners.
2. Plot the corresponding tensions on a diagonal.
3. Pause and give thought to the quadrants in between. Try labelling these or thinking of who would be able to speak to these spaces. Here is where you'll find sources that fill gaps in traditional diametrical coverage.

