Abstract

How to read the appearance of a Virgen, in a small village in La Mendieta called Rosario de Río Grande, former Barro Negro in the province of Jujuy? How to interpret her image inscribed in a river stone, and consequently, how to interpret in the stone the traits of a culture? If we begin this process of semiotic reading starting from the characterization of this object as a sign of from culture we will need to star its dynamic course starting from it production conditions circulation and reception with the pretext of inferring and inner dialoguing and the plurivalency of language varieties that interact as mechanisms that transform culture.

Keywords
appearance - virgin - Barro Negro - La Mendieta