

Semiotics



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Semiotics



- Science of signs, of which linguistics is part



Classification of signs



- Ch. S. Peirce
- 3 basic types of sign – icons, indexes, symbols
- They are differentiated according to the relation between the signifiant (form) and the signifié (meaning)

Indexes



- Symptoms signifying some circumstance or state
- Smoke indicates fire, fever accompanies illness



Symbols

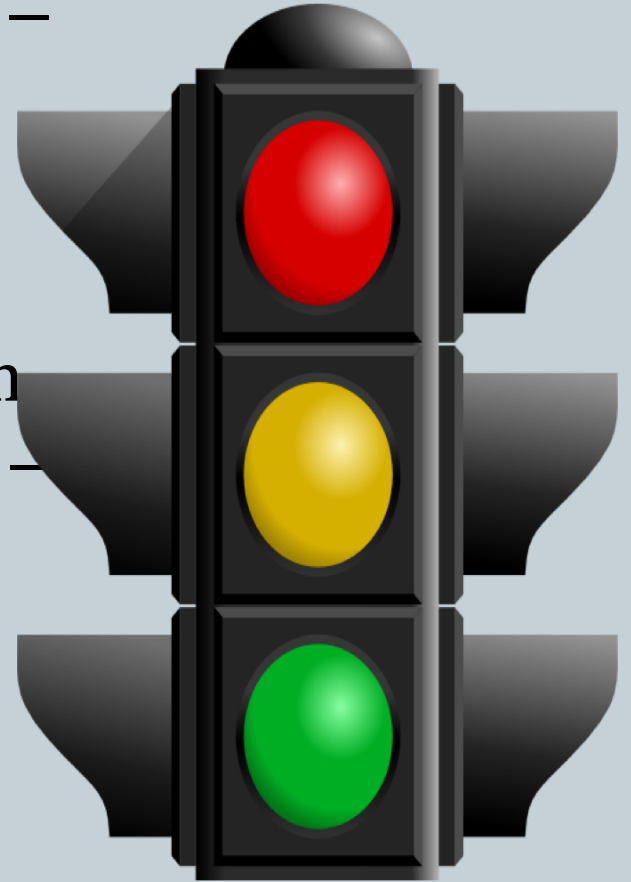


- The relation between the signifiant and signifié is established by convention
- Red – representing revolution, love, blood





- SIGNAL – special type of symbol – the sign that is supposed to be followed by an action – traffic lights
- Symbols in verbal communication – conventional expressive means – ordinary words that symbolize phenomena of the extralinguistic reality.



Icons



- The form of iconic signs describes some properties of the entity
- The sign form is thus similar to the signified object (photograph, picture, diagram)
- In human language onomatopoeic words can be also considered as iconic because they imitate the character of physical sounds



Icon



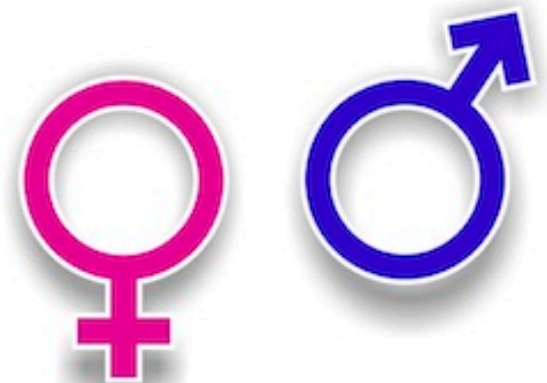
*physical resemblance
between signifier and signified*

Index



*signifier has a direct correlation
in space and time with the signified*

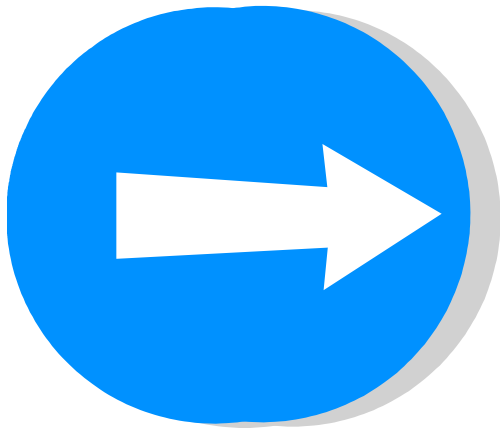
Symbol



*arbitrary relation between
signifier and signified; sign
gains meaning through
social convention*

We understand visual signs in the same way that we understand words.

Although each of these signifiers is different the signified is the same - "direction."



The Language Sign



- Language signs are words, morphemes, phrases, sentences
- Enable speakers to denote abstract phenomena
- Ferdinand Saussure

Ferdinand Saussure



- Structuralist
- The sign consists of an acoustic image and concept
- Later replaced by signifiant (acoustic image) and signifie (concept)
- The acoustic image is a psychical trace of the sound that reflects itself in the human consciousness and is joined with the concept of the entity

Sign



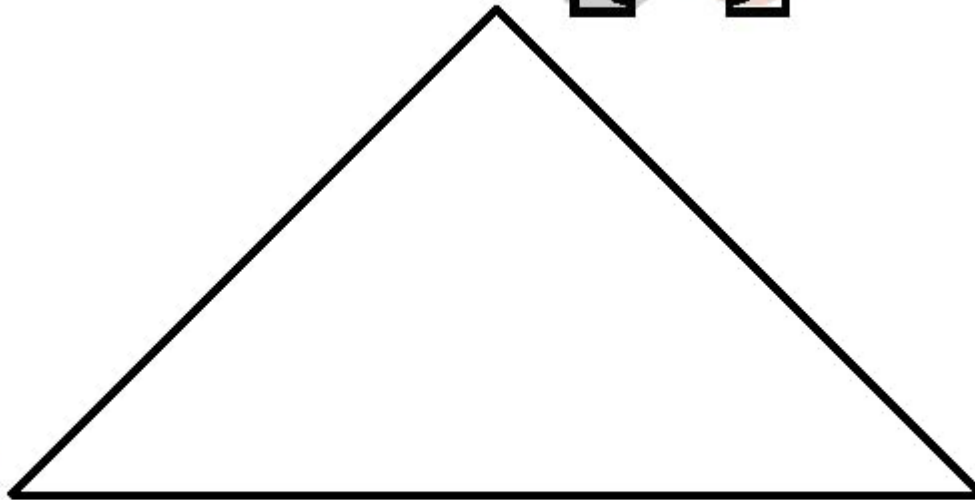
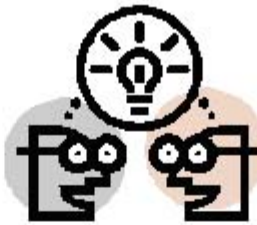
- Something that stands for something else



Ogden and Richards



Concept (thought, connotation)
dangerous, good mother, big...



Referent (thing, denotation)
physical bears in the world



Term (symbol)
Bear, Oso, Ours, Bär, Shash...

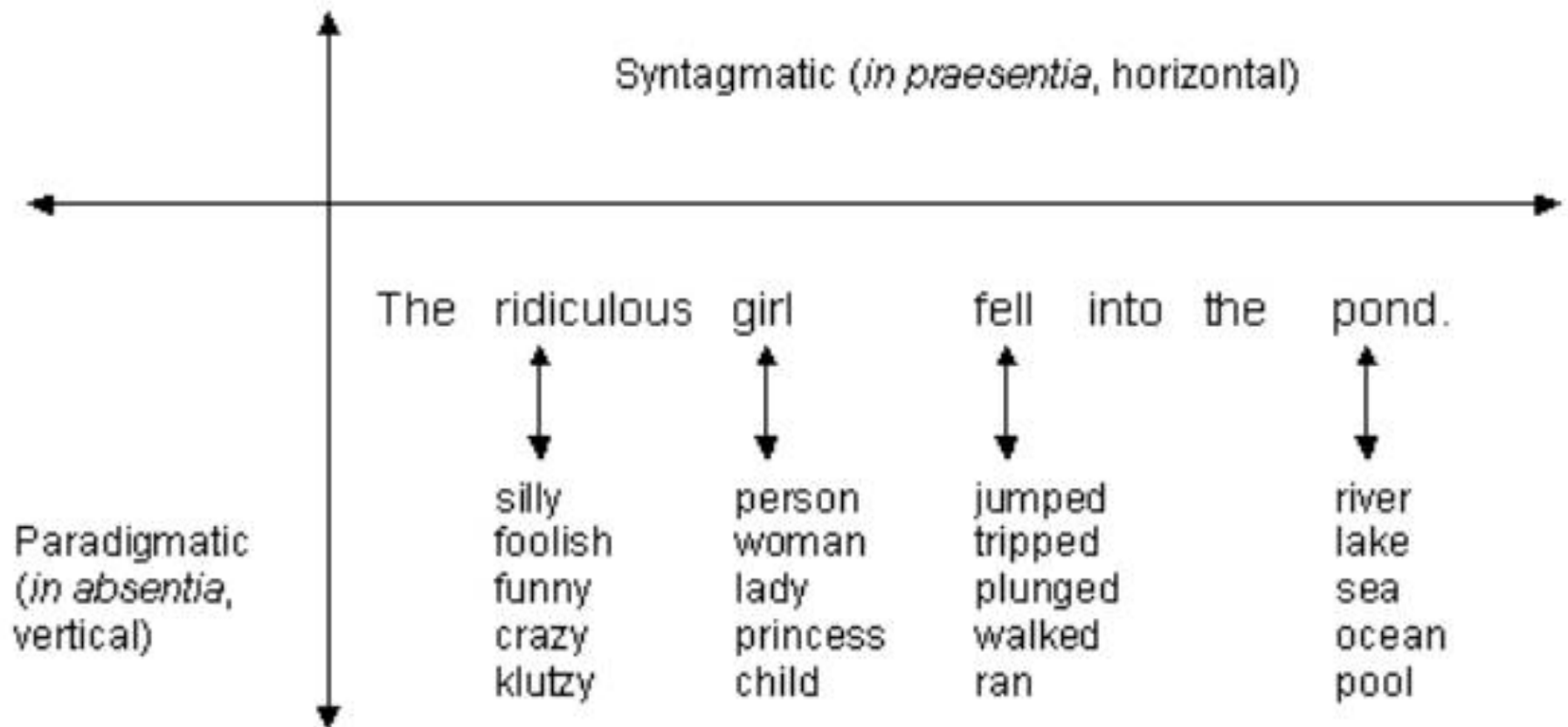
Other relations connected with linguistic sign



- Between the sign and the language user – PRAGMATICS
- Between the sign and other signs – STRUCTURAL
- STRUCTURAL is of two types –
 - 1. Syntagmatic
 - 2. Paradigmatic



Syntagmatic (*in praesentia*, horizontal)





Thank you!

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