

Typology of signs

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Plan

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Classifications can be based on *the relations between the sign and the referent* (an object or a class of objects), on *the structure of the sign*, its *transformations*, and their *participation in the semiosis*.

Semiosis /sɛmɪ'əʊsɪs/ /,sɪ'mɪ'əʊsɪs/ is a process of using a sign (e.g. a linguistic sign) to denote an object, during which a system of relations between the object, the concept and the sign is established. In other words, semiosis is a process involving an entity that operates as a sign.

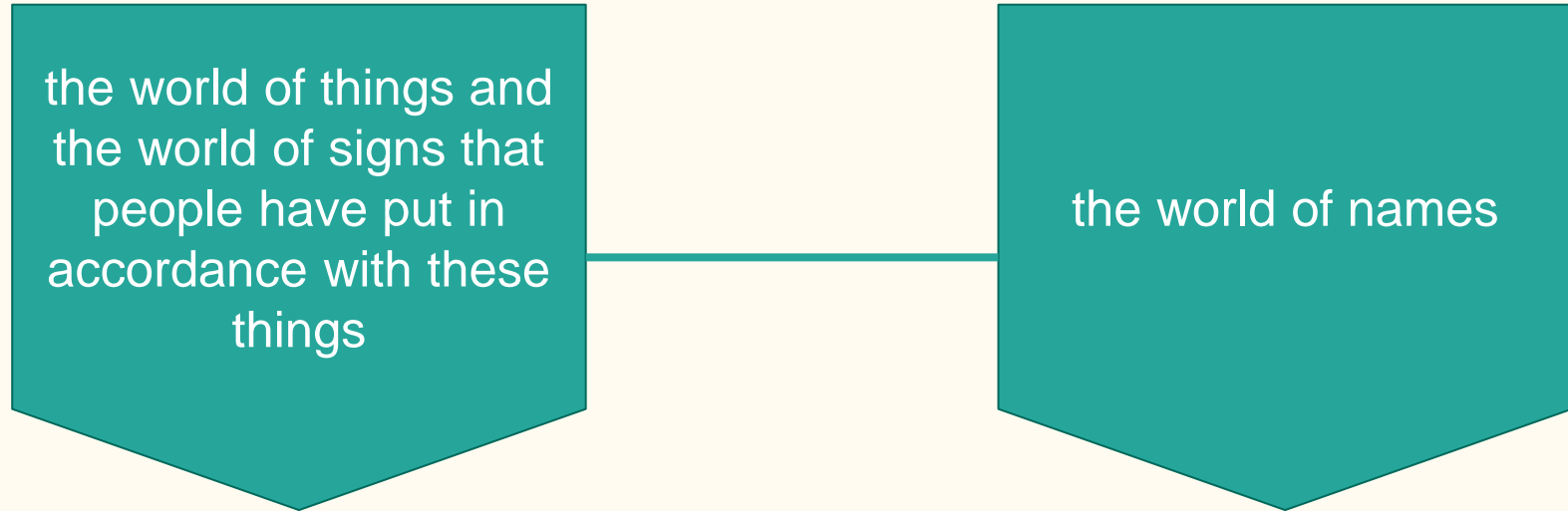


The most famous typology of signs was introduced by Charles Sanders Peirce, who described **the trichotomy**: *a sign per se, a sign related to an object, a sign as a triadic model.*

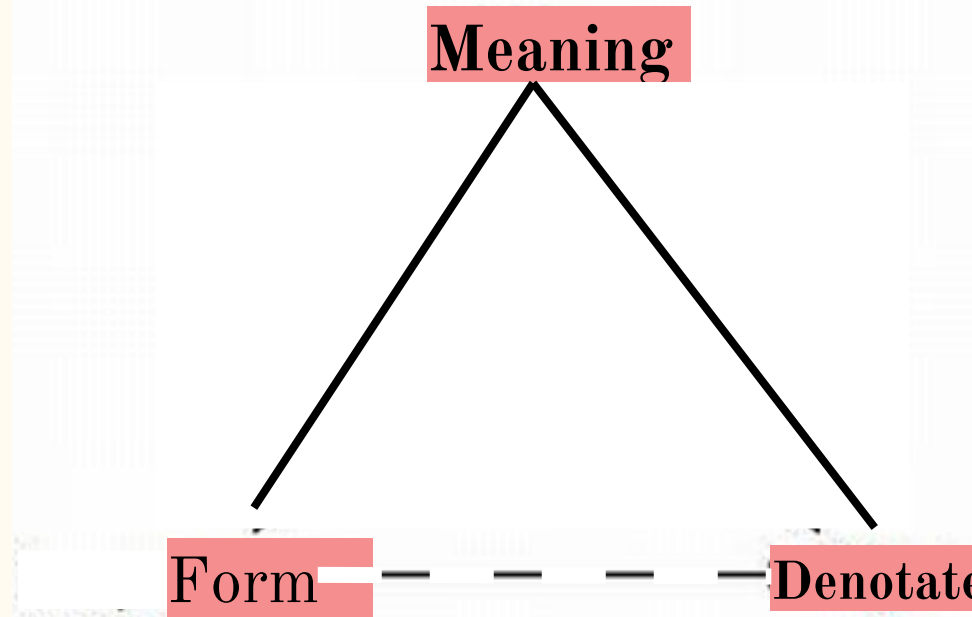
Trichotomy /trɪ'kɒtəmi/ /tri'kɒtəmi/ is a division into three categories.

The key concept of Peirce is a symbolic human activity.

A person can live only by interacting simultaneously with two worlds:



- ❖ A typical image – a representative of a class of objects – is called a **denotate**.
- ❖ **Meaning** - the Association linking the form and denotation, the value of the mark – reflection of the denotation as a set of meaningful signs linking him to the form of the sign.
- ❖ The dotted line connecting F and D means that they do not relate directly to each other, but through the meaning.



denote - [dɪ'nəʊt] обозначать

- For graphic sequence "Apple" is worth not concrete, real Apple, which can be pluck, cut, eat; On the contrary, some typical Apple, **Apple "at all."** This typical image – a representative of a class of objects (in this case, a set of all conceivable apples) – is called a **denotate**.



- Denotates are associated with their sign forms by means of stable associations (we well imagine, for example, a cloud, a book, a state of sleep, etc.), pronouncing their corresponding signs. This Association between form and denotation is **the meaning of the sign.**(Value)



Charles Pierce represented **a sign as an object that represents another object.**

He distinguishes three types of signs and States that any of them (signs) consists of:

- refer to the object
- material shell (материальная оболочка)
- rules of interpretation

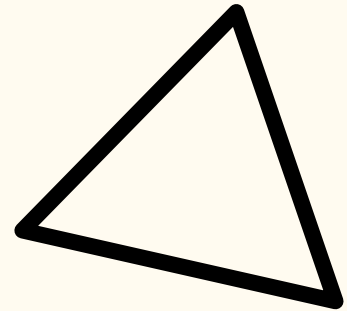
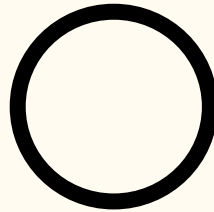
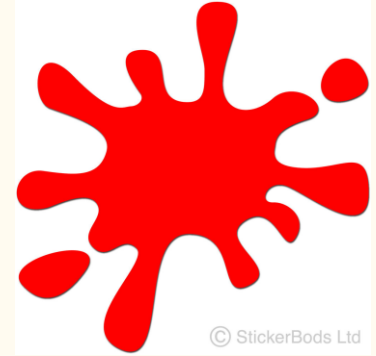
The first trichotomy

It comprises the followings types of signs:

- **Qualiasign** /'kwɒlɪsɪn/ (firstness)
- **Sinsign** (secondness)
- **Legisign** /'lɛdʒɪsɪn/ (thirdness)

Qualisign /'kwɒlɪsɪn/

- This type focuses on the qualities of a referent, e.g. adjectives or colour in pictorial art;
- Consists in a quality of feeling, a possibility;
- It is a quality which is a Sign. It cannot actually act as a sign until it is embodied (не воплощено), but the embodiment (воплощение) has nothing to do with its character as a sign.



Sinsign

- It serves to refer to single objects, e.g. deictic units *this*, *that*;
- Is an actual individual thing, fact, event, state;
- Meaning a specific spatio-temporal (пространственно-временная) thing or event that functions like a sign.



Legisign /'ledʒɪsɪn/

- Meaning a conventional (условный) sign;
- It is not a single object, but a general type;
- Examples: passwords, traffic signals, and the words of a language.

A

B

C



The second trichotomy

According to the second trichotomy,
a Sign may be termed an **Icon**, an **Index**, or a **Symbol**.

Sign / typology

Icon(firstness)

is a sign which is linked to its object by **qualitative characteristics**

Index(secondness)

denotes its object by being **physically linked** to it, or **affected** by it

Symbols(thirdness)

has no qualitative or physical link to its object and defined by social convention

most words are symbols

ICONS

- According to Pierce, **icons** include *images, diagrams, metaphors*, as they demonstrate the relations of similarity between a sign and an object.

Iconic Sign

representamen relates to the object through *resemblance*.

looks like the object in question.

relationship between representamen and object.

person Rilla, through a photographic image of her.



Rilla

Iconic sign, example: a document

signs directly represent objects.

represents the documents through *resemblance* to actual documents.



Document

INDEX

- **Index** signs show the relations of adjacency between a sign and an object (including cause-and-effect, whole-part, case-contents, action-reaction).
- For example, a knock at the door is an **index** (an indicator) that somebody wants to enter the house.

adjacency |ə'dʒeɪnsɪ| - смежность

Indexical Sign

the representamen relates to the object through causation.

than iconic signs, but are still related in a real way to the object.

direction of the wind through the wind *causing* it to point a certain way.



Southeast Wind

SYMBOLS

- In **symbols** there are no immediate links established between signs and objects, there are no natural connections of similarity and adjacency.

Symbolic Sign

the relationship between the representamen and the object is conventional and arbitrary.

direct in their connection between representamen and object.

smoking” through a symbol people associate with that concept.



No Smoking

The third trichotomy

According to the third trichotomy, a Sign may be termed as a *Rheme*, a *Dicisign/Dicent Sign* or an *Argument*.

Rheme /ri:m/

A Rheme is a Sign of qualitative Possibility, that is understood as representing such a kind of possible Object. Any Rheme, perhaps, will afford some information; but it is not interpreted as doing so.

One way of understanding rhemes, is to think of them as unsaturated predicates like, “— is a dog”, “— is happy”, “— loves —” or “— gives—to —”, and so on.

Dicisign/Dicent Sign

- It is a Sign of actual existence.
- A Dicisign necessarily involves, as a part of it, a Rheme, to describe the fact which is interpreted.

We can think of dicents is as saturated predicates, or propositions, like “Fido is a dog”, “Larry is happy”, “Fido loves Larry”, “Larry gives food to Fido”, and so on.

Argument

- It is a sign that represents its object in respect of law or habit and so, in its signified interpretant, is represented as symbolic.
- It represents "a process of change in thoughts or signs, as if to induce this change in the Interpreter" through the interpreter's own self-control.

Firstness	A sign is:	a quality as sign QUALISIGN	an “actual existent” or event SINSIGN	general law; conventional LEGISIGN
Secondness	A sign <i>relates</i> to its object in having:	some quality of object it denotes ICON	an existential relation affected by object INDEX	some relation to interpretant SYMBOL
Thirdness	A sign's interpretant <i>represents</i> it (sign) as a sign of:	qualitative “possibility”; possible object RHEME	“fact”; actual existence of object DICENT SIGN	“reason”; sign of a law ARGUMENT

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QUIZ

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