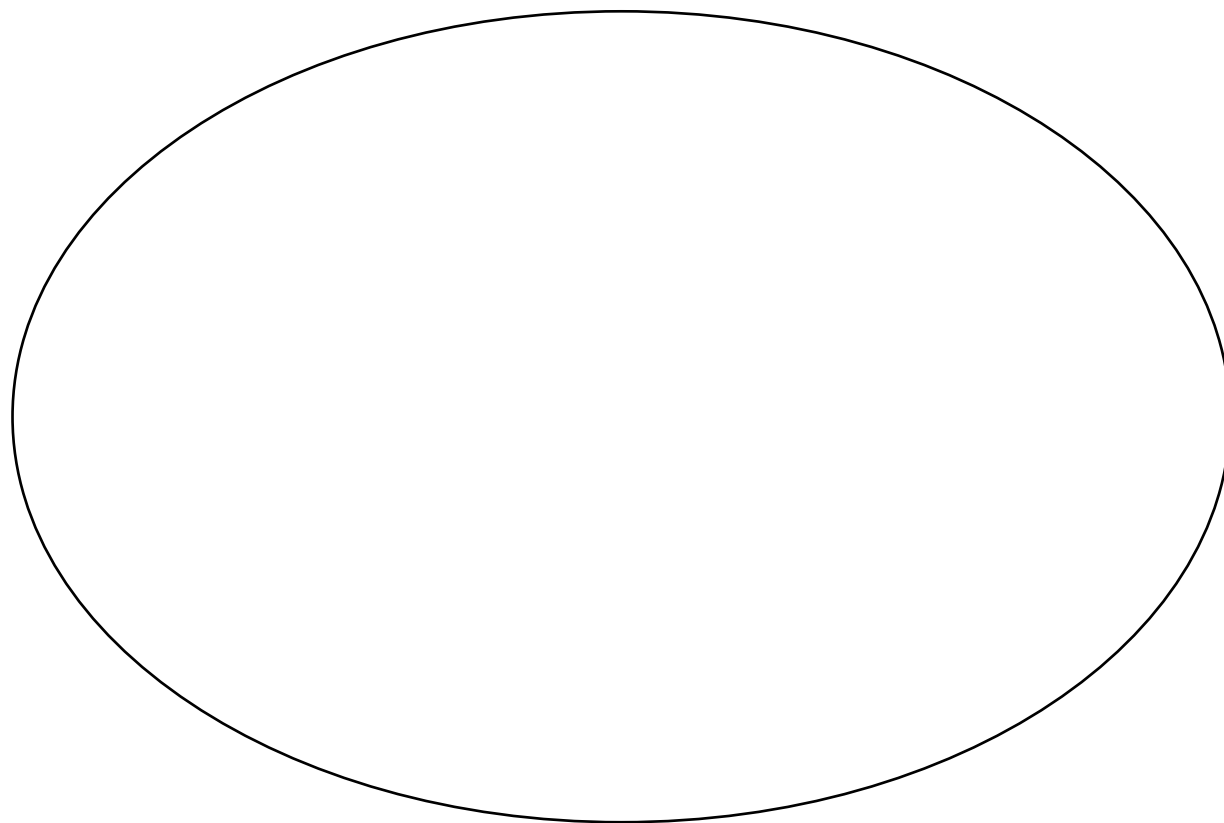


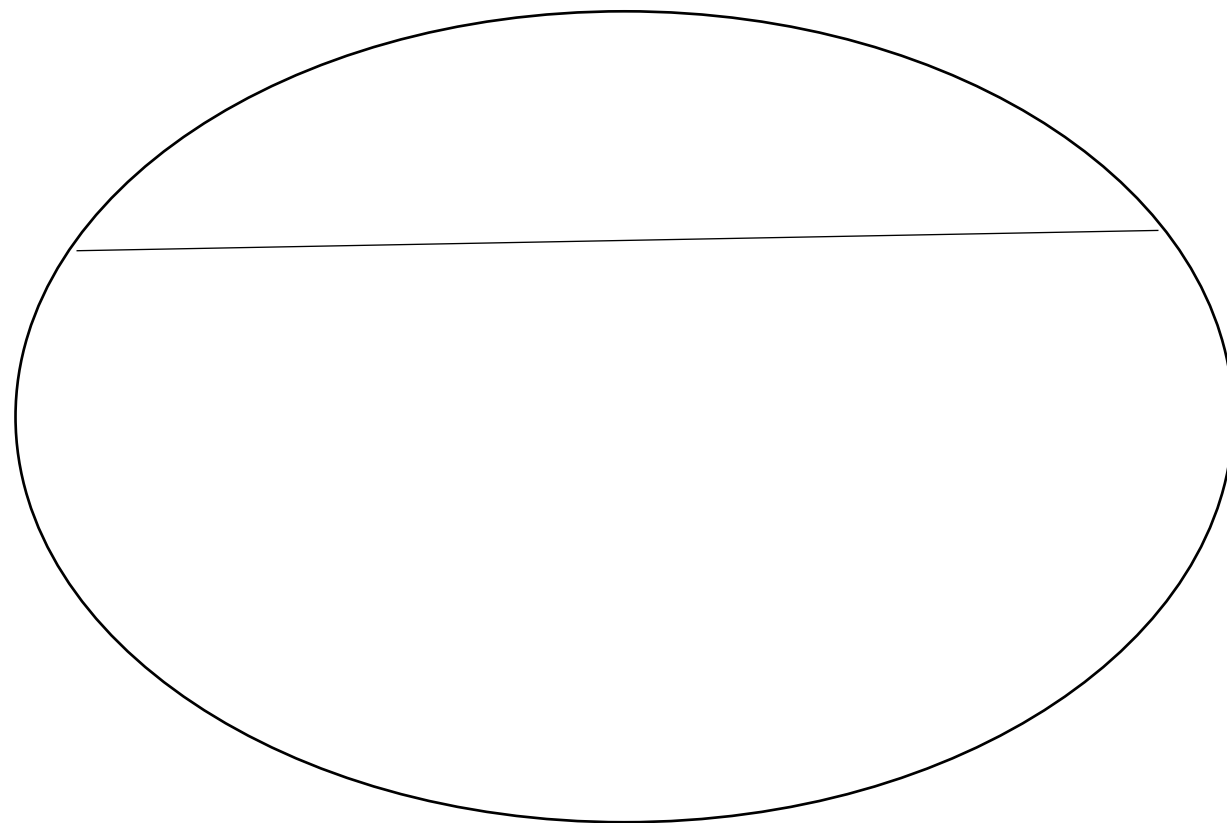
Signs

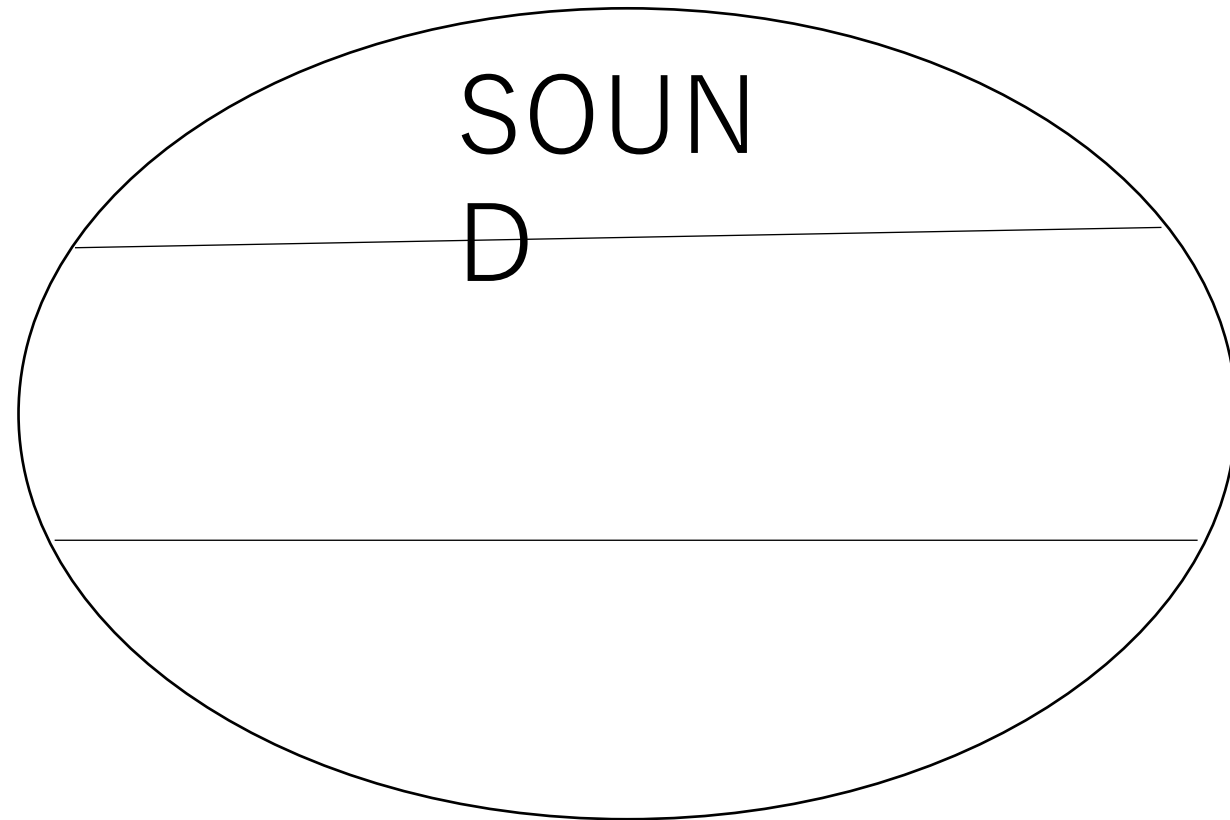
- Language is a sign system

What's a Word?

- A word is a sign
- Sound
- Meaning
- Grammar

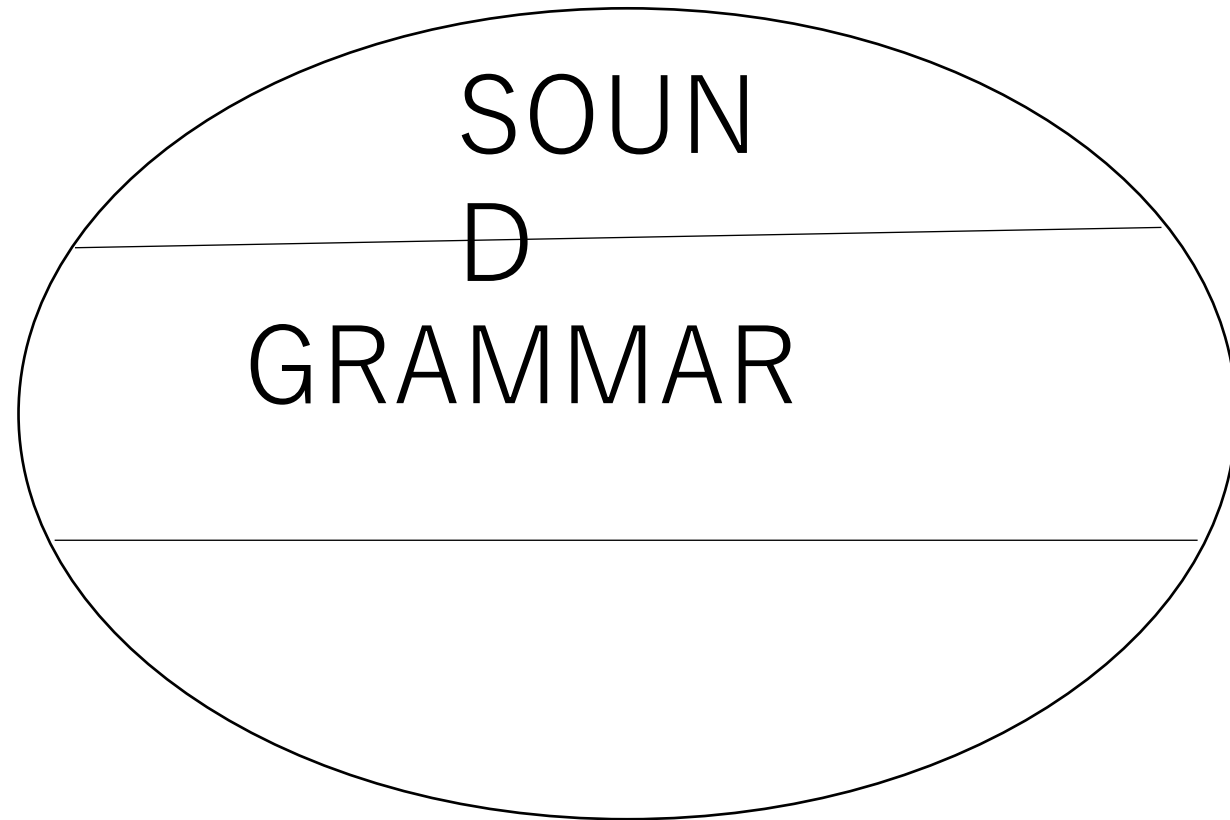


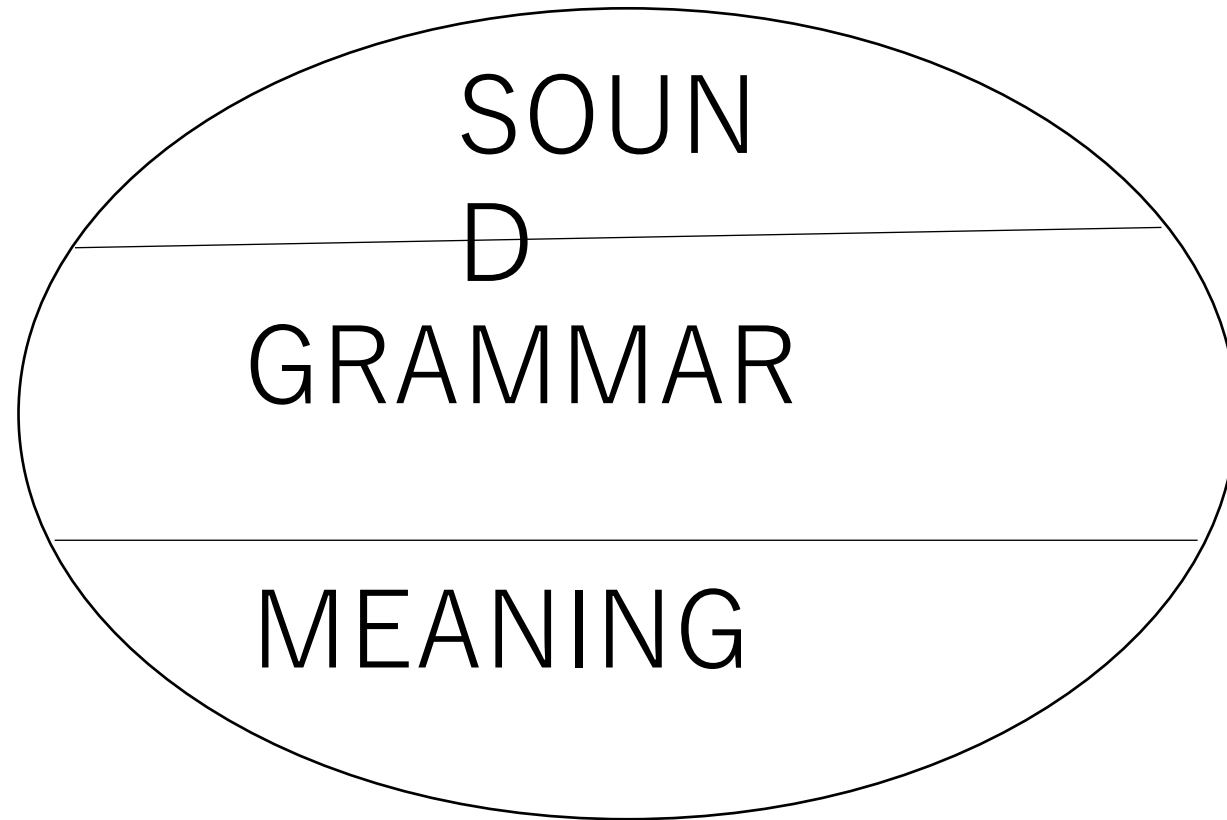


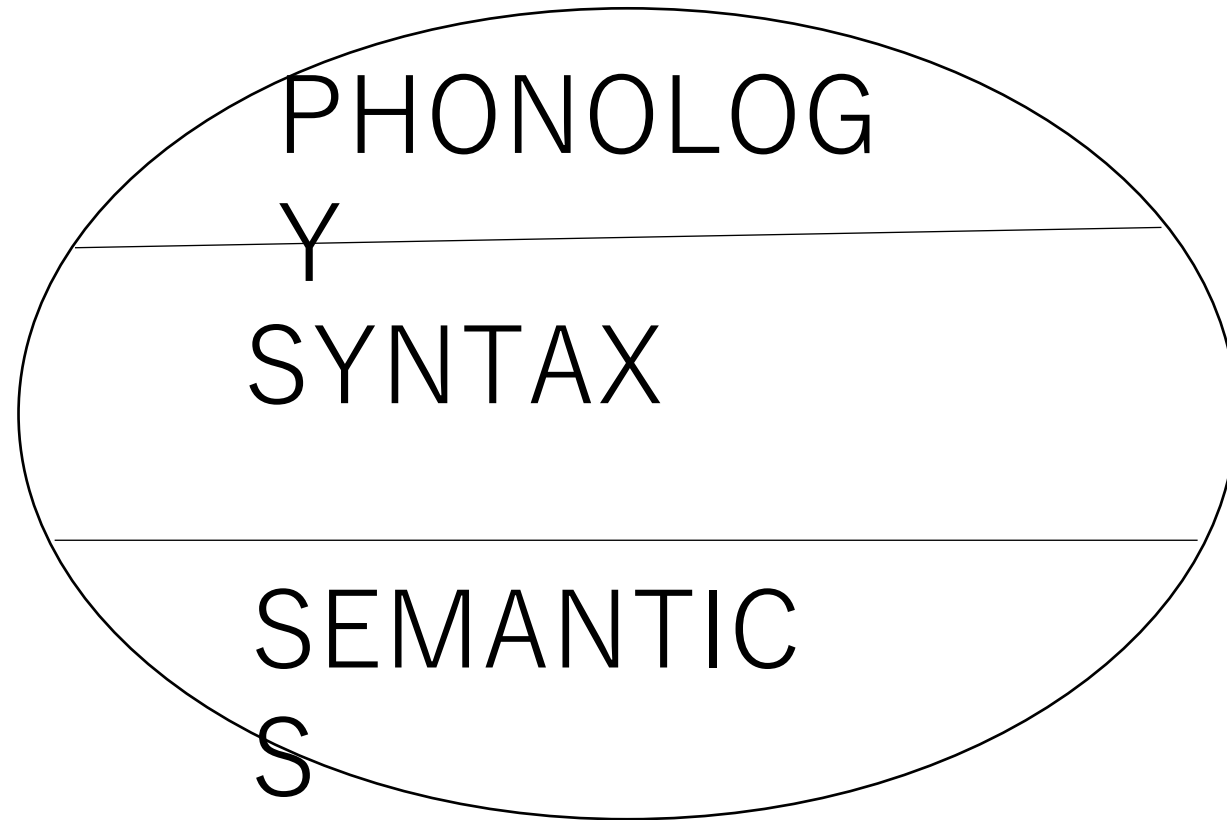


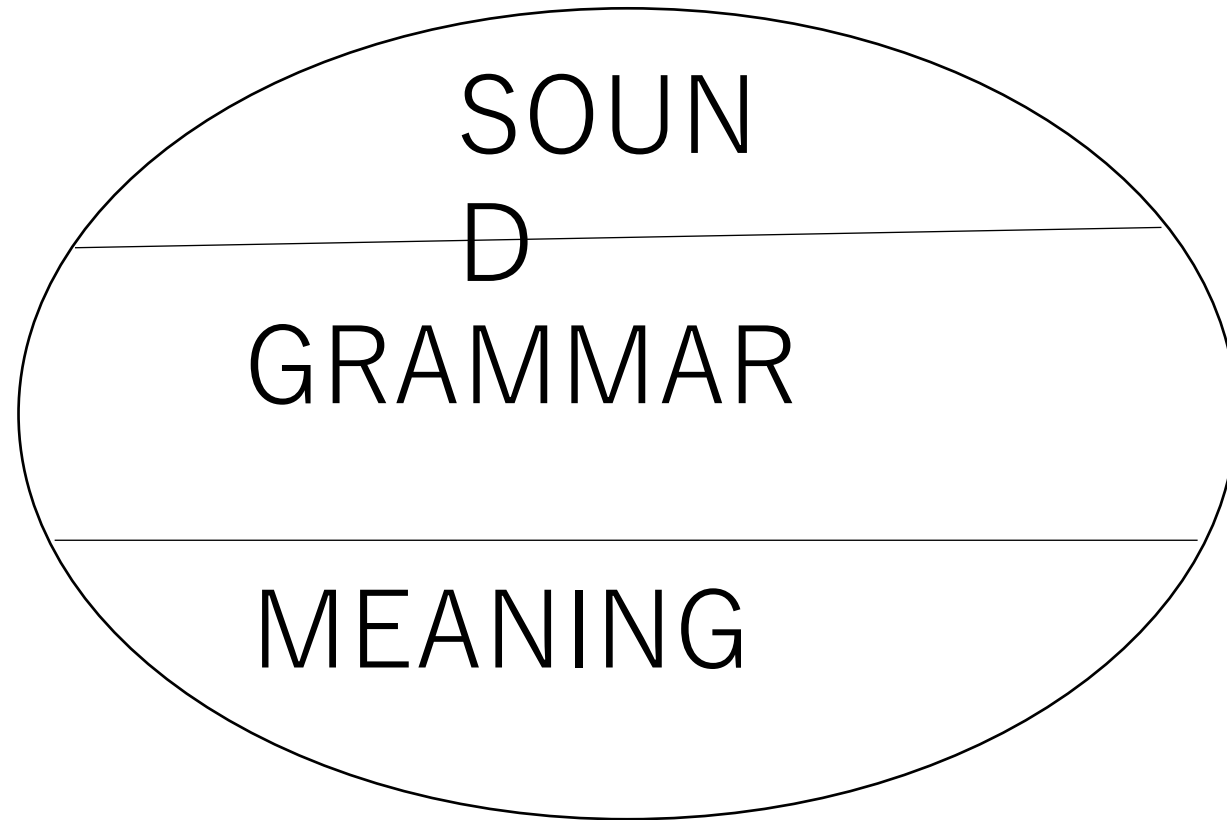
SOUND

D









- PHONETICS
 - Just a way of writing down different sounds
- PHONOLOGY
 - The sound system of a language

Semiotics

Semiotics – say it and you sound very clever!



Charles Sanders Peirce



Semiotics! Sounds difficult

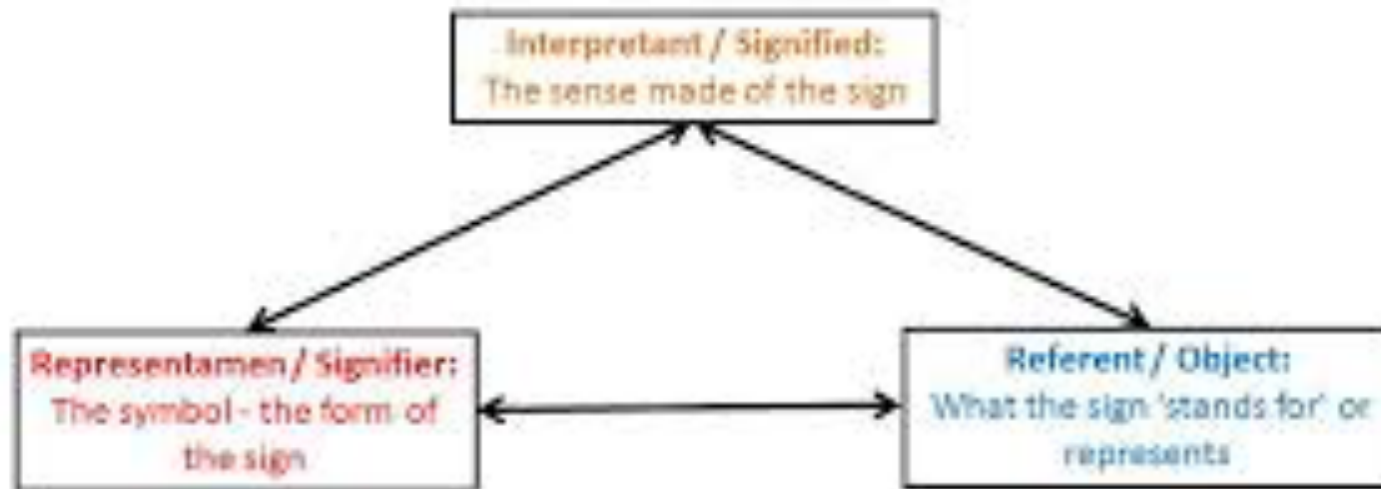


But it's not that difficult



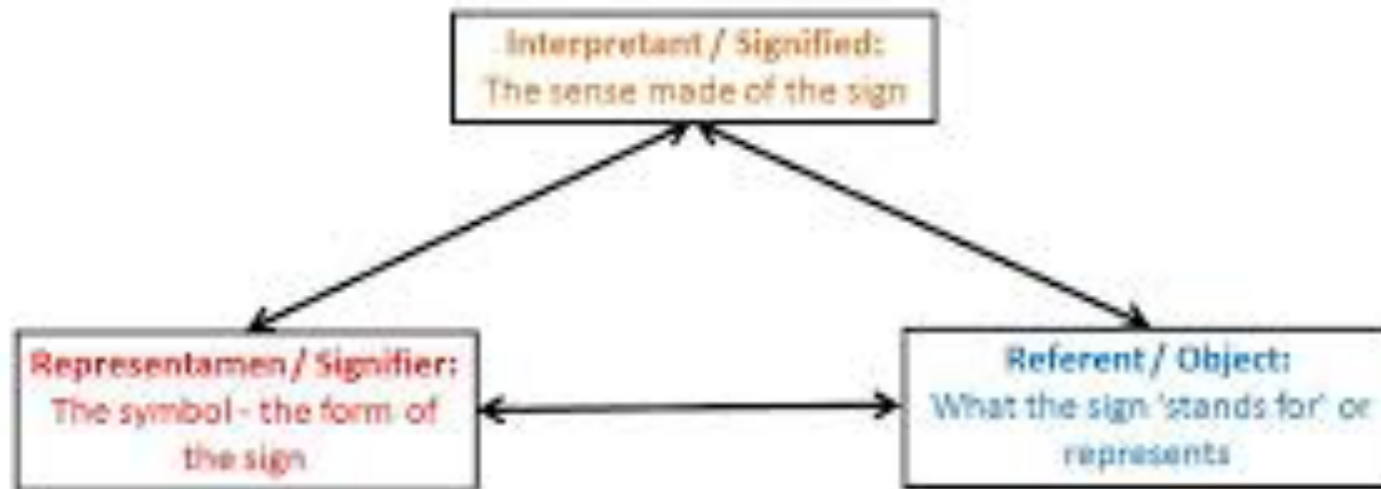
Back in the 1860s, Peirce had a kind of
“theory of 3s”

The Semiotics of Charles Sanders Peirce



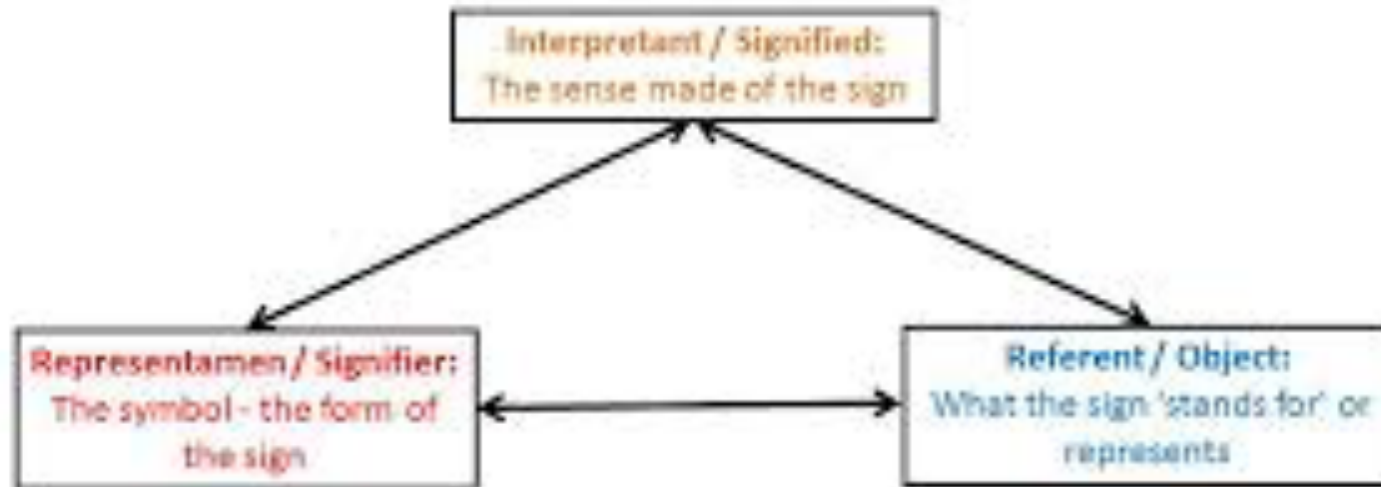
Signs work in threes, it seems

The Semiotics of Charles Sanders Peirce



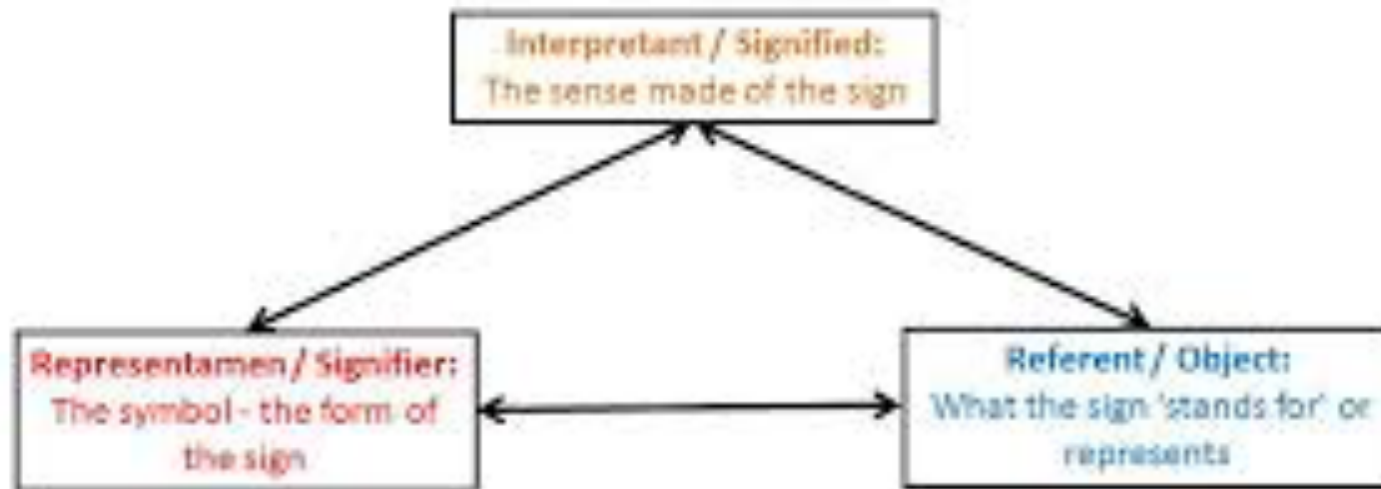
The sign, the meaning of the sign, and the thing it points to

The Semiotics of Charles Sanders Peirce

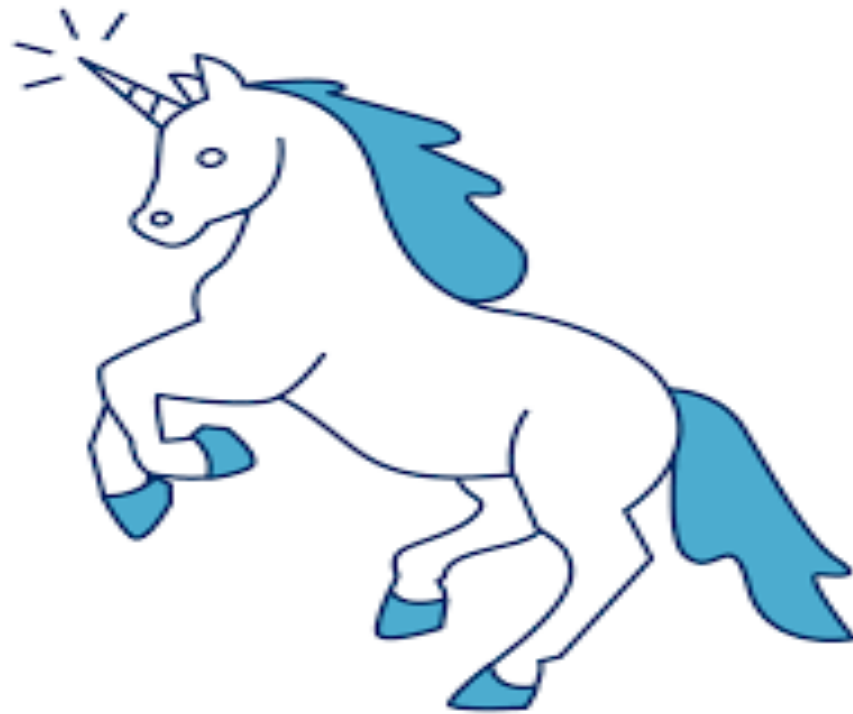


That's a very simple way of explaining it

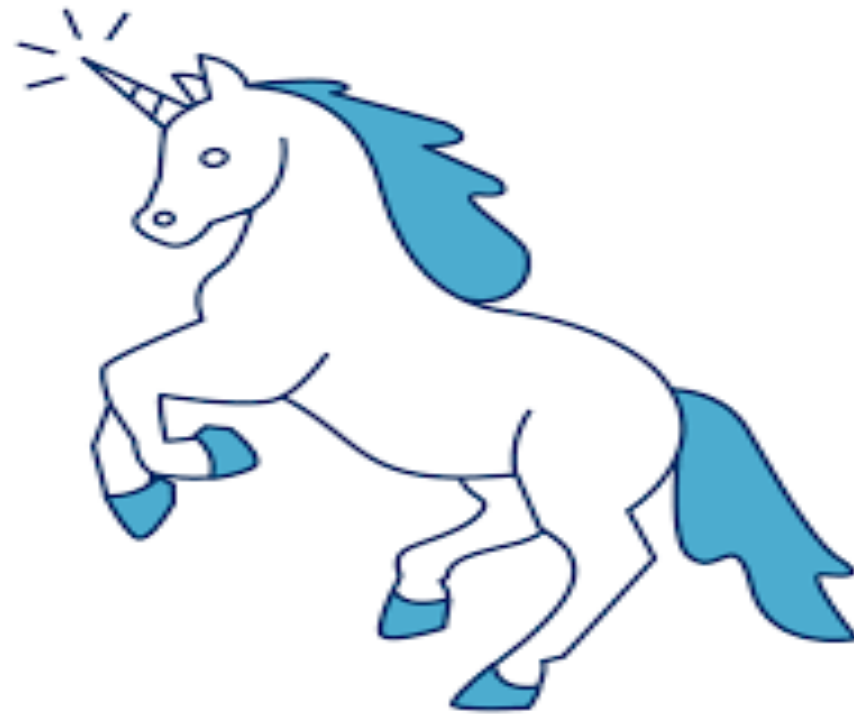
The Semiotics of Charles Sanders Peirce



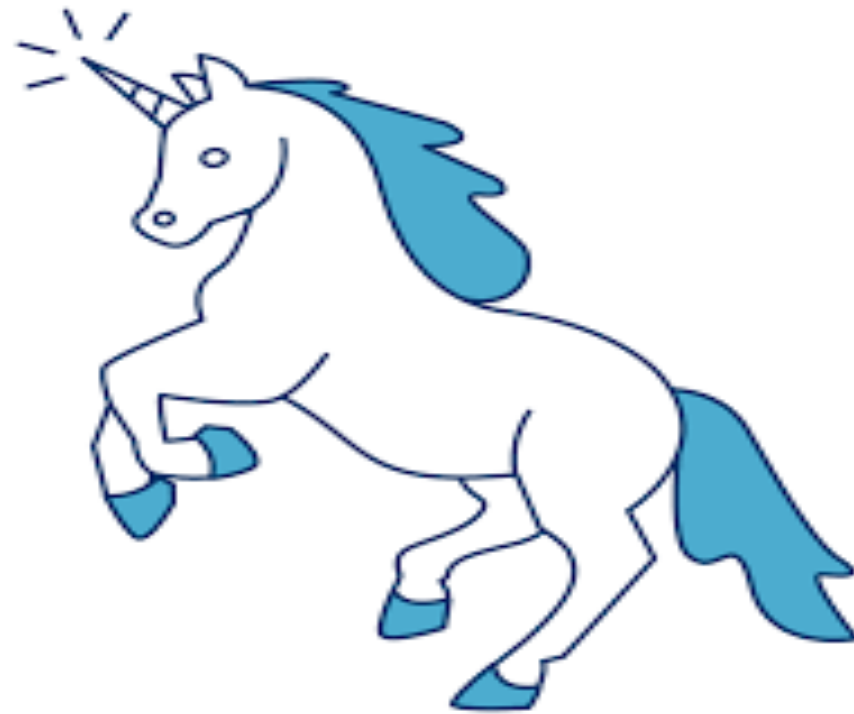
Unicorn



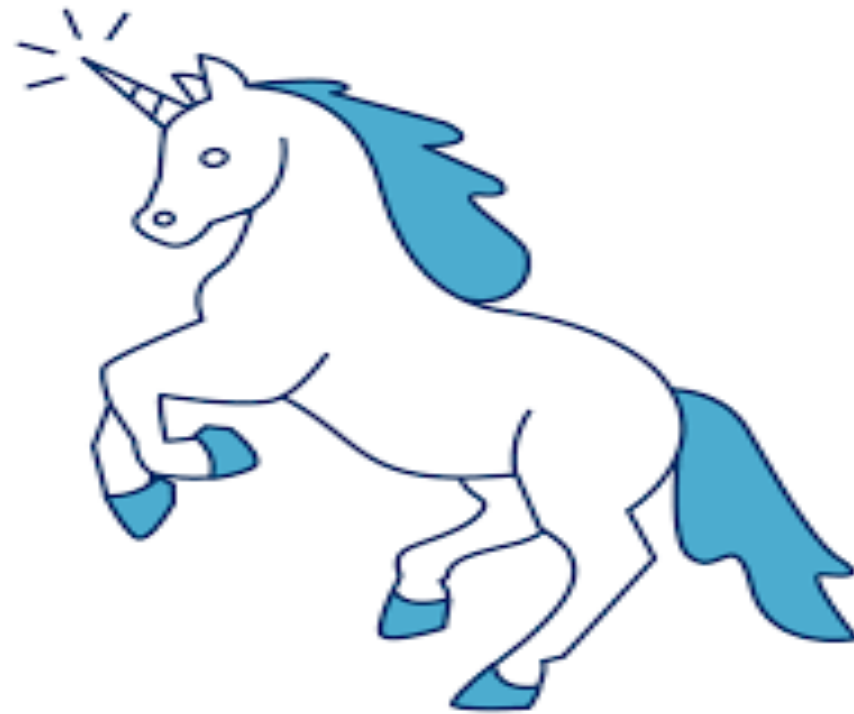
The word “Unicorn”



The meaning of *unicorn*



The actual unicorn!



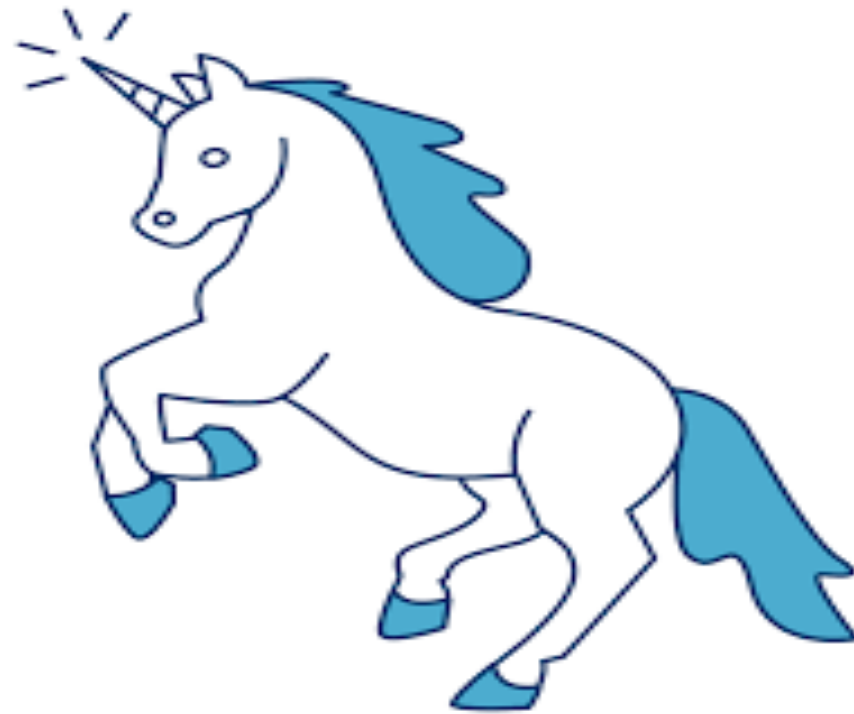
What? There are no actual unicorns?!



OK, sometimes there are no actual things!



But you get the idea!



Peirce also said there are 3 kinds of sign



Index



Icon



Symbol



Let's say lightning is an index



Or thunder



Lightning is the thing you can see (like a picture or a written word)



Thunder is the thing you can hear (like a spoken word)



A footprint is an index: someone was there



Smoke is an index: there's a fire
somewhere



Index: point



Smoke points directly to fire



Icons and symbols



An icon looks like something



A picture of a pencil to communicate the idea of a pencil



A picture of a car to communicate the idea of a car



A picture of an owl to communicate the idea of an owl



A picture of a rocket to communicate the idea of a rocket



A picture of an umbrella to communicate the meaning of an umbrella



Icons



But sometimes icons become symbols



A picture of an owl to communicate wisdom



Why do we do that?



We just do! We decided to do that.



We just agree that owls symbolize wisdom
(because they're wise, for example)



We could use a picture of a rocket to symbolize speed, or high-tech, or something



An umbrella could be a symbol of bad weather



So we could say lightning is an index of bad weather



But we could use an umbrella as a symbol of bad weather

