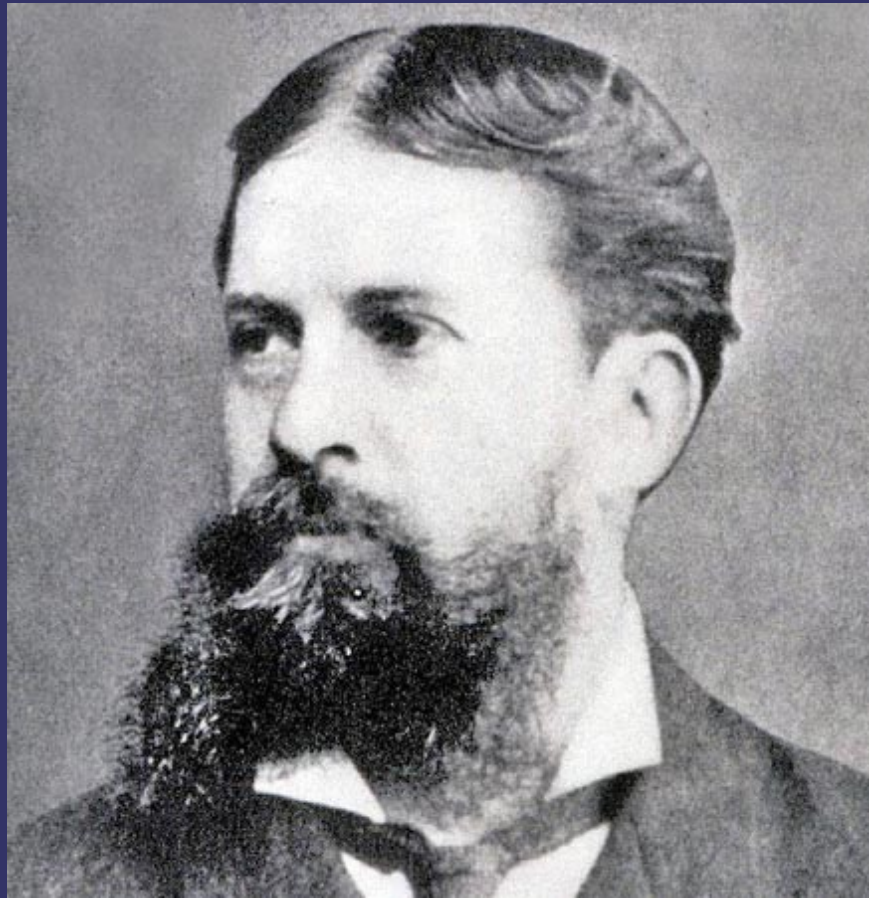
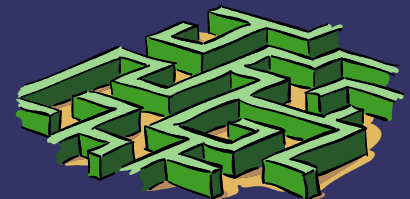


Charles Sanders (“C.S.”) Peirce (1839-1914)



- ⇒ Speculative grammar (ste-chiology)
- ⇒ Logical critic (logic proper)
- ⇒ Speculative rhetoric (methodeutic)

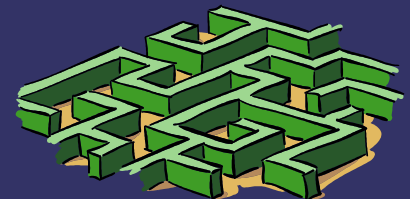
- ⇒ He lived at the same time as Ferdinand de Saussure
- ⇒ His work is “pre” or alternative to structuralist semiotics



Charles Sanders (“C.S.”) Peirce (1839-1914)

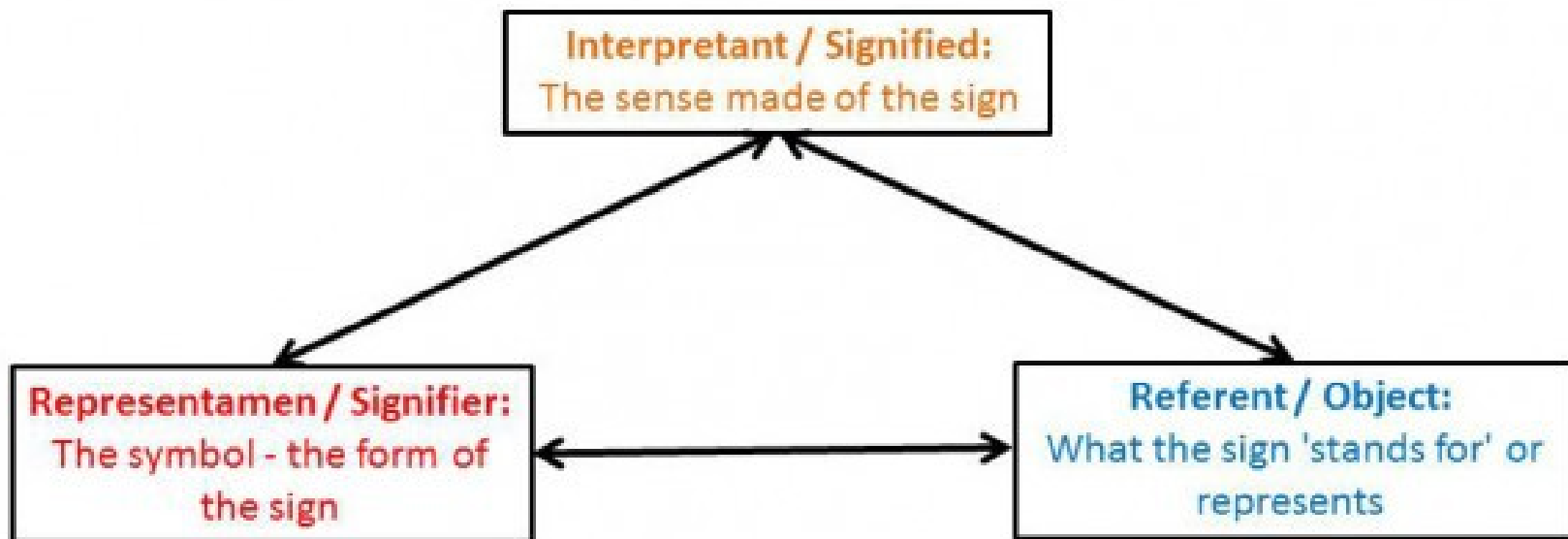


The element of interpretation in Peirce’s theories also emphasized his claims that semiosis is a process, whereas Saussure’s emphasis was always on structure.

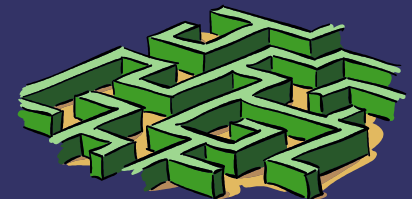


Charles Sanders (“C.S.”) Peirce (1839-1914)

The Semiotics of Charles Sanders Peirce

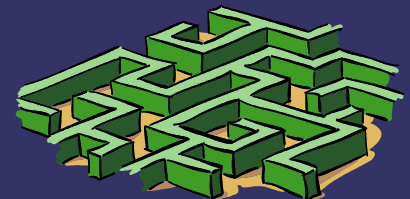
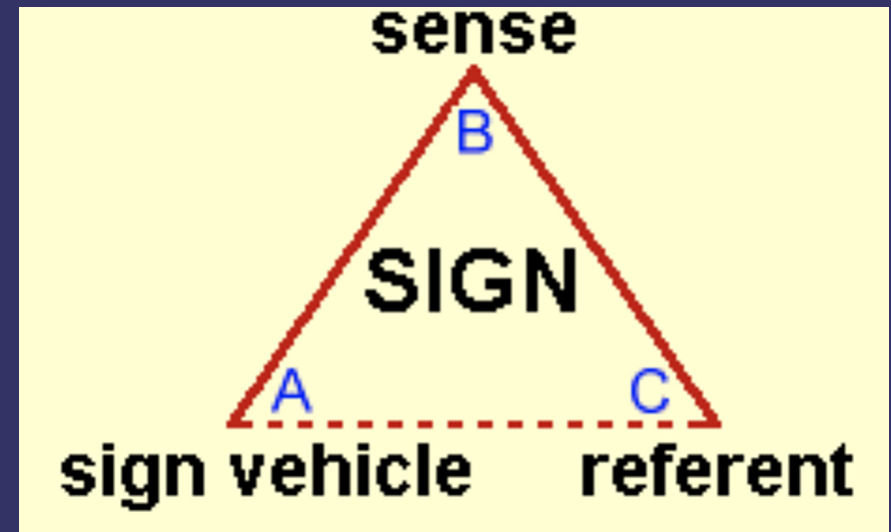


Lesley Lanir



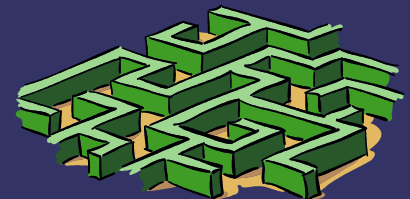
Charles Sanders (“C.S.”) Peirce (1839-1914)

- Sign vehicle: the form of the sign
- Sense: the sense made of the sign
- Referent: what the sign represents or stands for



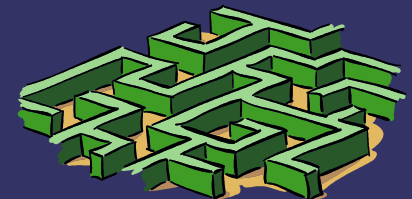
Charles Sanders (“C.S.”) Peirce (1839-1914)

- ➔ A *sign* (or *representamen*) represents, in the broadest possible sense of "represents". It is something interpretable as saying something about something. It is not necessarily symbolic, linguistic, or artificial.
- ➔ An *object* (or *semiotic object*) is a subject matter of a sign and an interpretant. It can be anything discussable or thinkable, a thing, event, relationship, quality, law, argument, etc., and can even be fictional, for instance Hamlet.
- ➔ An *interpretant* (or *interpretant sign*) is the sign's more or less clarified meaning or ramification, a kind of form or idea of the difference which the sign's being true or undeceptive would make. The interpretant is a sign
 - (a) of the object and
 - (b) of the interpretant's "predecessor" (the interpreted sign) as being a sign of the same object.



Charles Sanders (“C.S.”) Peirce (1839-1914)

- ➔ *Sign*, always immediate to itself — that is, in a tautologous sense, present in or at itself, even if it is not immediate to a mind or immediately accomplished without processing or is a general apprehended only in its instances.
- ➔ Object
 - *Immediate object*, the object as represented in the sign.
 - *Dynamic object*, the object as it really is, on which the idea which is the immediate object is "founded, as on bedrock"[19] Also called the dynamoid object, the dynamical object.
- ➔ Interpretant
 - *Immediate interpretant*, the quality of the impression which a sign is fit to produce, not any actual reaction, and which the sign carries with it even before there is an interpreter or quasi-interpreter. It is what is ordinarily called the sign's meaning.
 - *Dynamic interpretant*, the actual effect (apart from the feeling) of the sign on a mind or quasi-mind, for instance the agitation of the feeling.
 - *Final interpretant*, the effect which the sign *would* have on the conduct of any mind or quasi-mind if circumstances allowed that effect to be fully achieved. It is the sign's end or purpose.

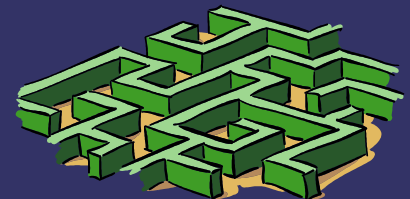


Ferdinand de Saussure (1857-1913)

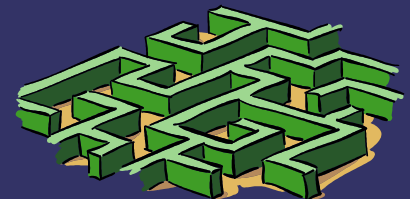
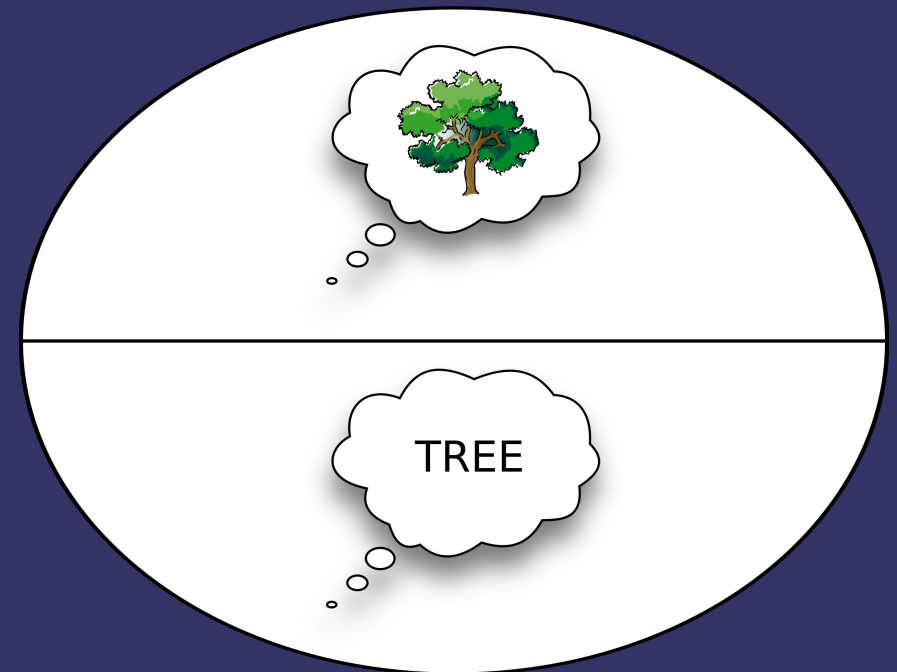
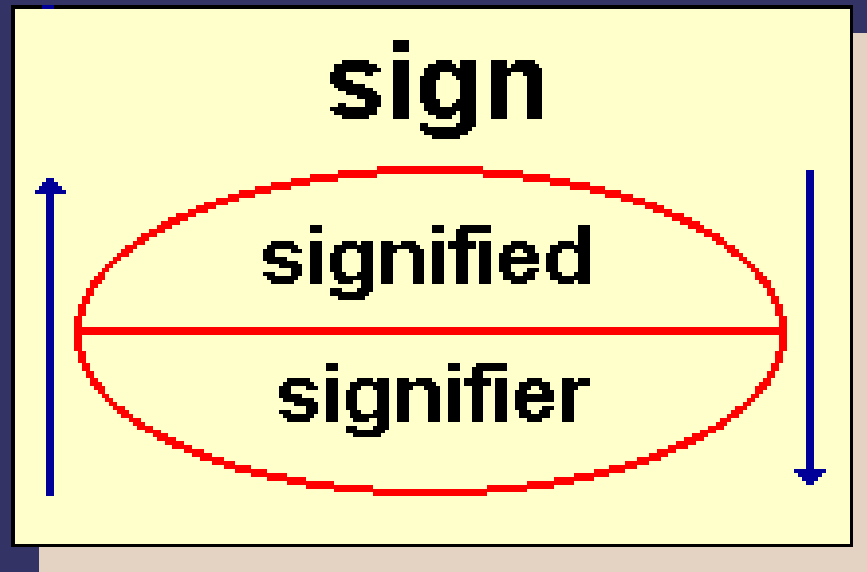


A dyadic' or two-part model, composed of:

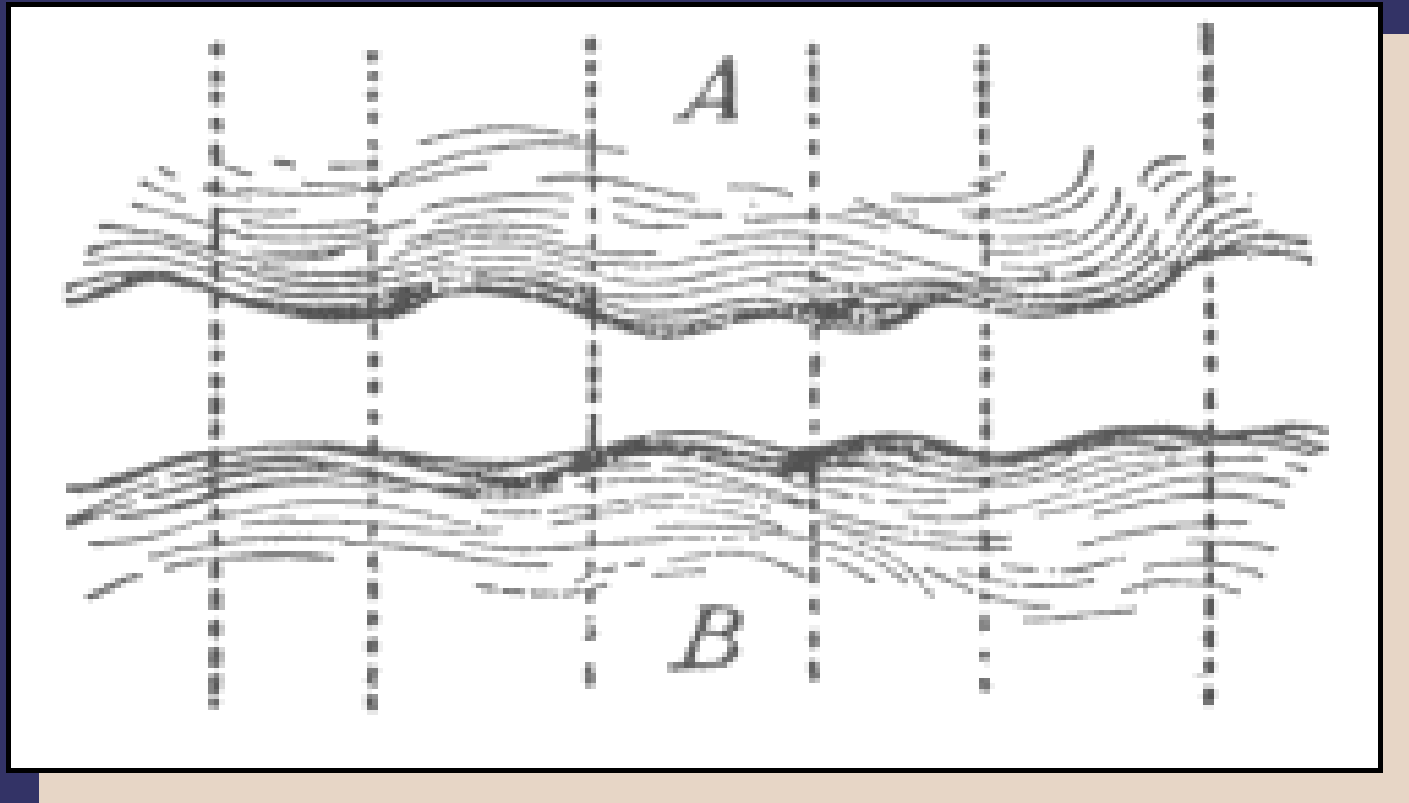
- ➔ a 'signifier' (*signifiant*) - the *form* which the sign takes; and
- ➔ the 'signified' (*signifié*) - the *concept* it represents.



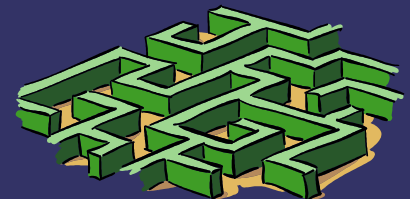
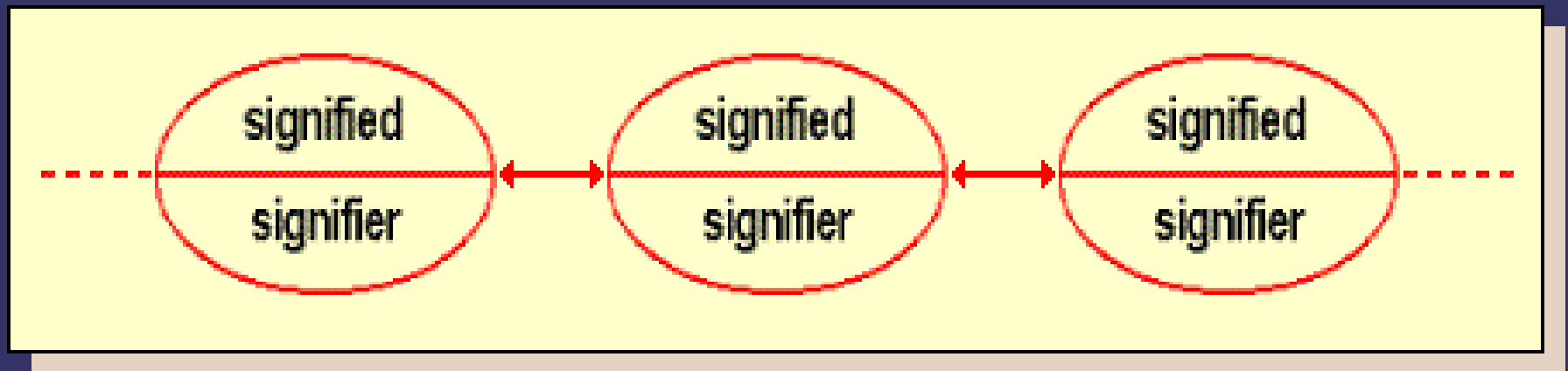
Ferdinand de Saussure (1857-1913)



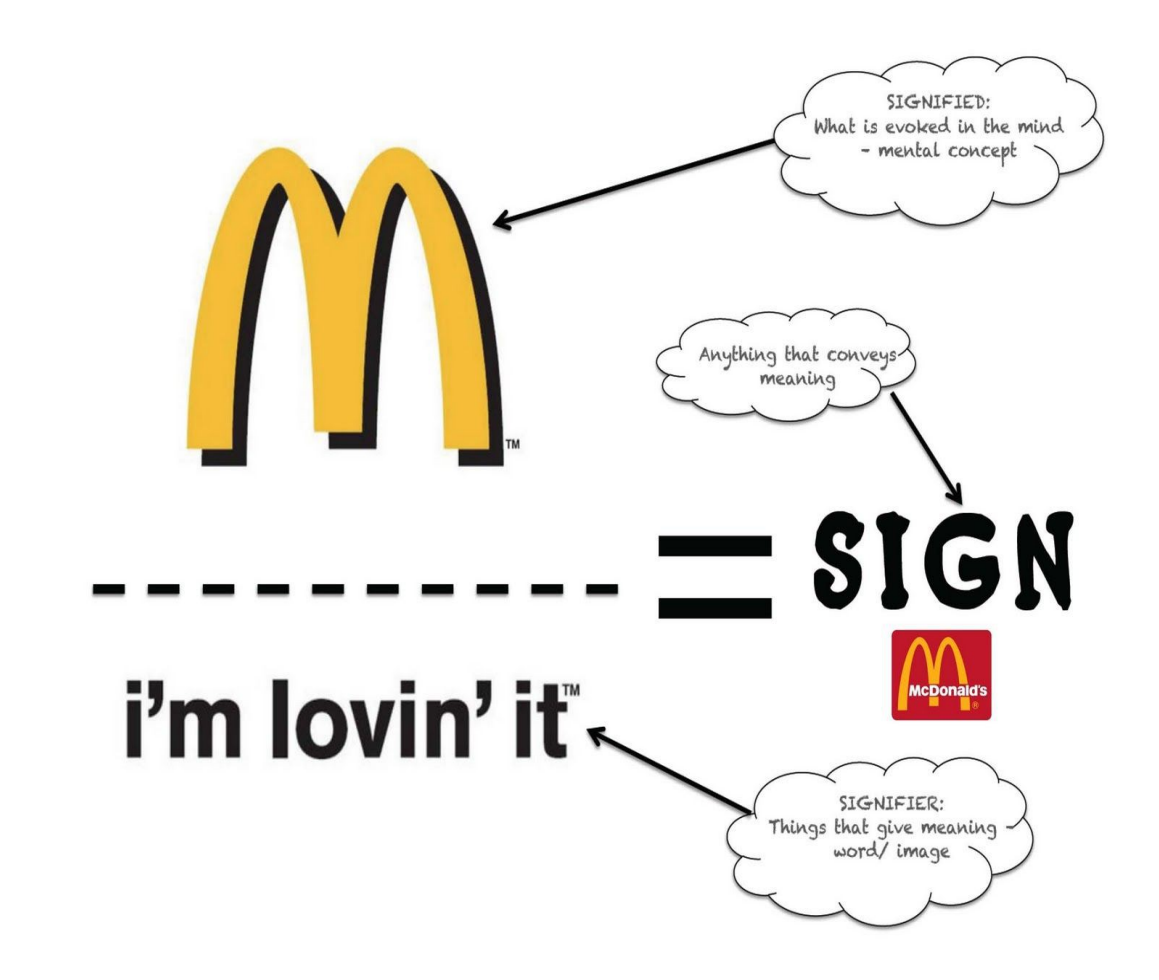
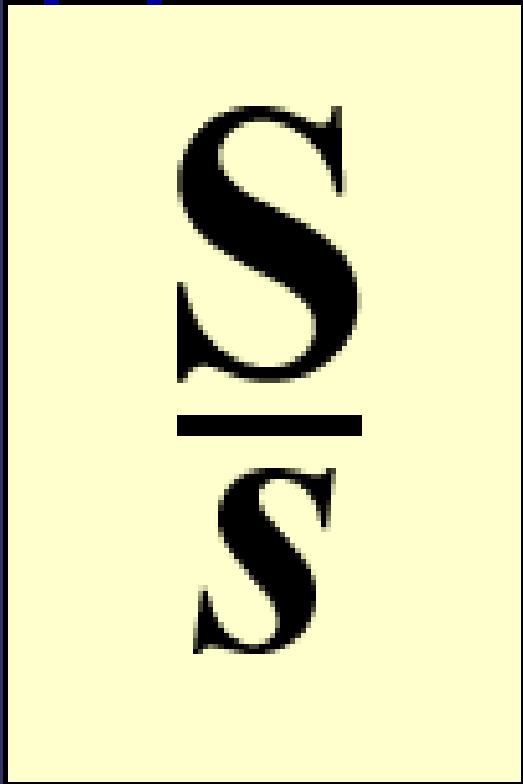
Ferdinand de Saussure (1857-1913)



Ferdinand de Saussure (1857-1913)



Ferdinand de Saussure (1857-1913)



Charles Sanders (“C.S.”) Peirce (1839-1914) Ferdinand de Saussure (1857-1913)

