

# Language as a sign system

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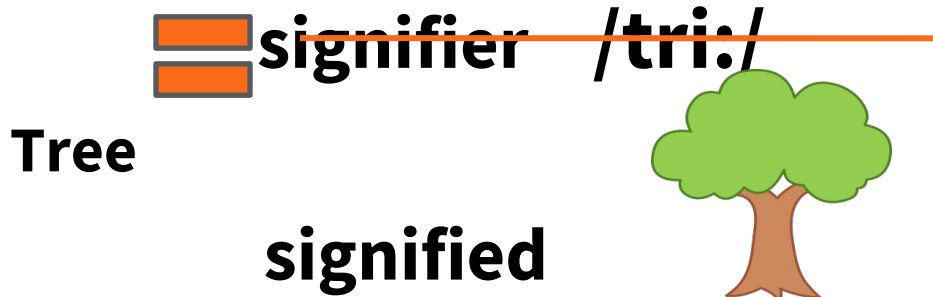


Language is a system of signs and the science that studies signs is called Semiotics which distinguishes between three kinds of signs. These signs are different according to the relationship between their form and meaning.

How to create  
meaning

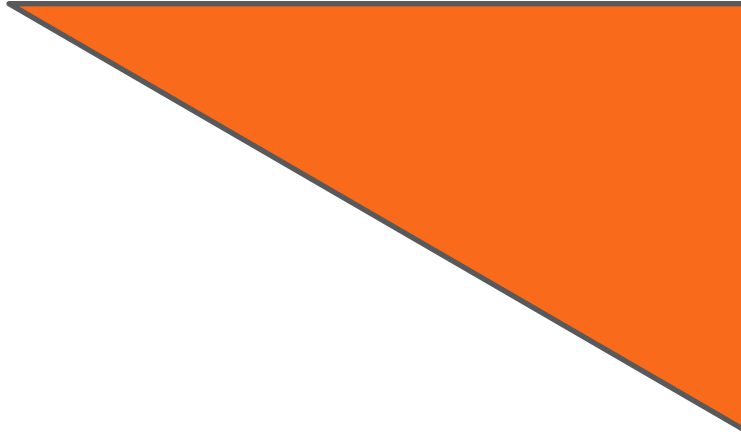
## De Saussure's view

Every word is a sign and every sign consists of signified and signifier. (dyadic relation)



# In Ogden and Richards's view: (triadic relation)

**word**



**object**



**Sign:** a sign is a sensory image that represents an intended meaning of an object.

**Sign:** anything that conveys meaning.

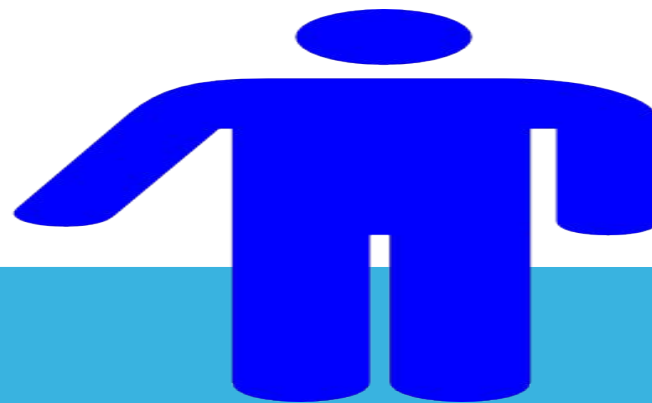
**There are three types of sign: icon, index, and symbol.**

1. **Icon**: an icon is a sign in which its form has actual characteristics of its meaning.



WOMAN

MAN




**Index** : an index is a sign in which its form has characteristics which are naturally associated with its meaning.

Smoke is an index of fire.

Cloud is an index of rain.

 Knock is an index of arrival.

 most facial expressions work in an indexical way as one cannot represent an emotion; we look for signs to indicate them.

A smile is not the direct representation of happiness.





INDICATES FOOD AND RESTAURANT



**Indicates hospital**

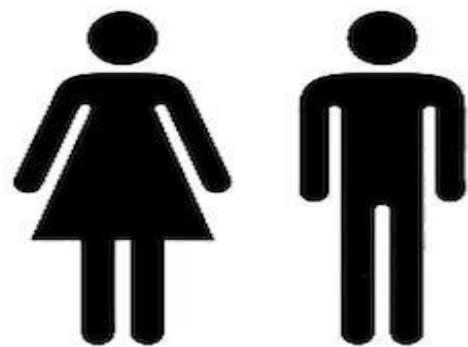
**Symbol:** a symbol is a sign in which its form is conventionally or arbitrarily associated with its meaning.

The **orthographic or phonetic symbols** which represent the word “love” only mean love by completely arbitrary or conventional association of



**Dollar**

Icon



Index

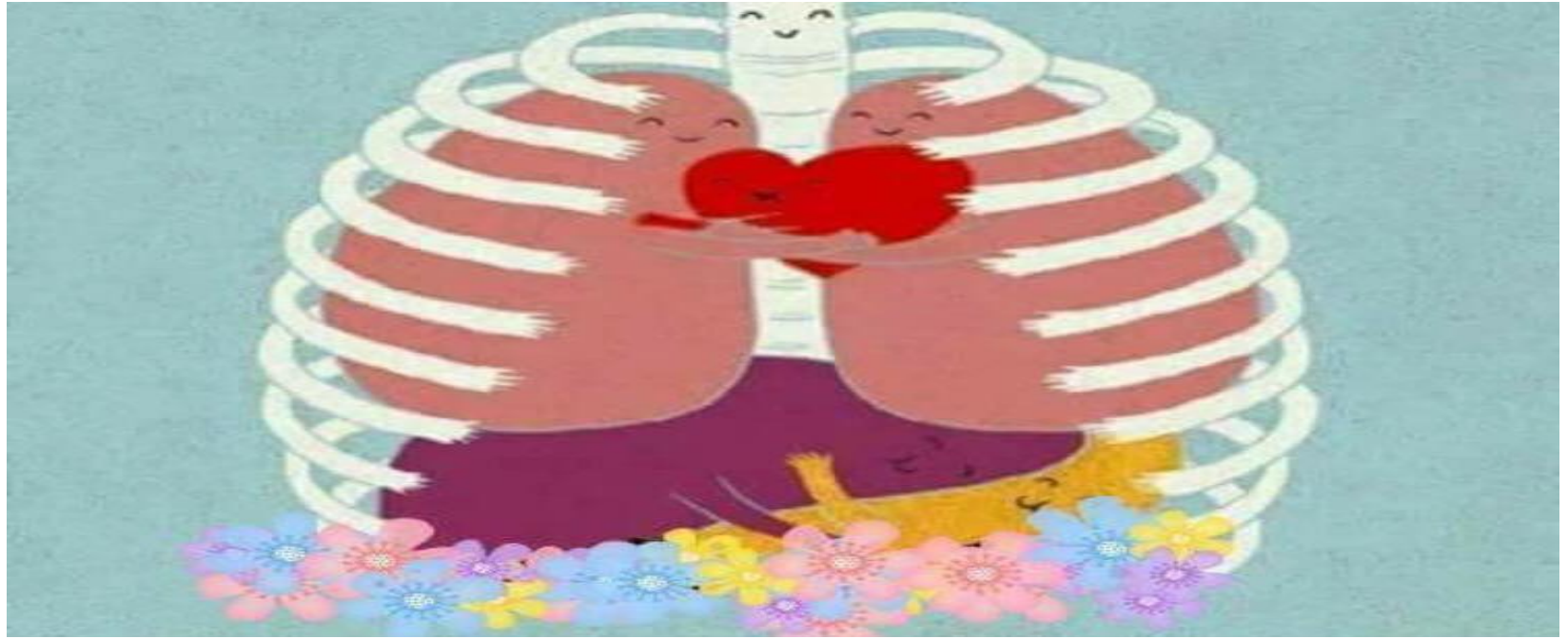


Symbol











2006 B.C. vs 2016 A.D.



**THANK  
YOU**

