

# Lecture 4 Notes

27/2/19

## Semiotics

### Further Reading

Roland Barthes

Ferdinand de Saussure (1857-1913) – Origin of Swiss Semiotics, the mainstream version of semiotics

Charles Pierce (1839-1914) – Origin of American Semiotics

Alain de Botton – Status Anxiety

Semiotics is part of Structuralism, a branch of the social sciences mostly concerned with the interrelations between people and seems very much on the nurture side of the nature vs nurture argument. The main opposition to this branch is Essentialism.

Semiotics is the study of **Signs**, and their meanings in obvious, subconscious and cultural levels. In this frame words are symbols which are representations of a metal link to an object or idea. This relationship is explained in the Dyad Equation. The equation represents the fact that language requires on two or more people being able to get a relatively similar Signified image from the same Signifier, without the shared understanding of signs then communication would be impossible or extremely hard to do.

Dyad Equation

**Signifier + Signified = Sign**

### Jargon

**Sign** Anything that has the function of conveying meaning; words; images; music; and etc.

A Single Word

**Code** A group of signs

**Signifier** Is a physical representation, such as a word or image

**Signified** The mental image conjured by a Signifier

**Langue** A whole language system including its grammar

**Parole** Partial example of speech/writing

**Syntagm** A sequential series of sign, forming a sentence

**Paradigm** Point of substitution in a Syntagm which can change its meaning