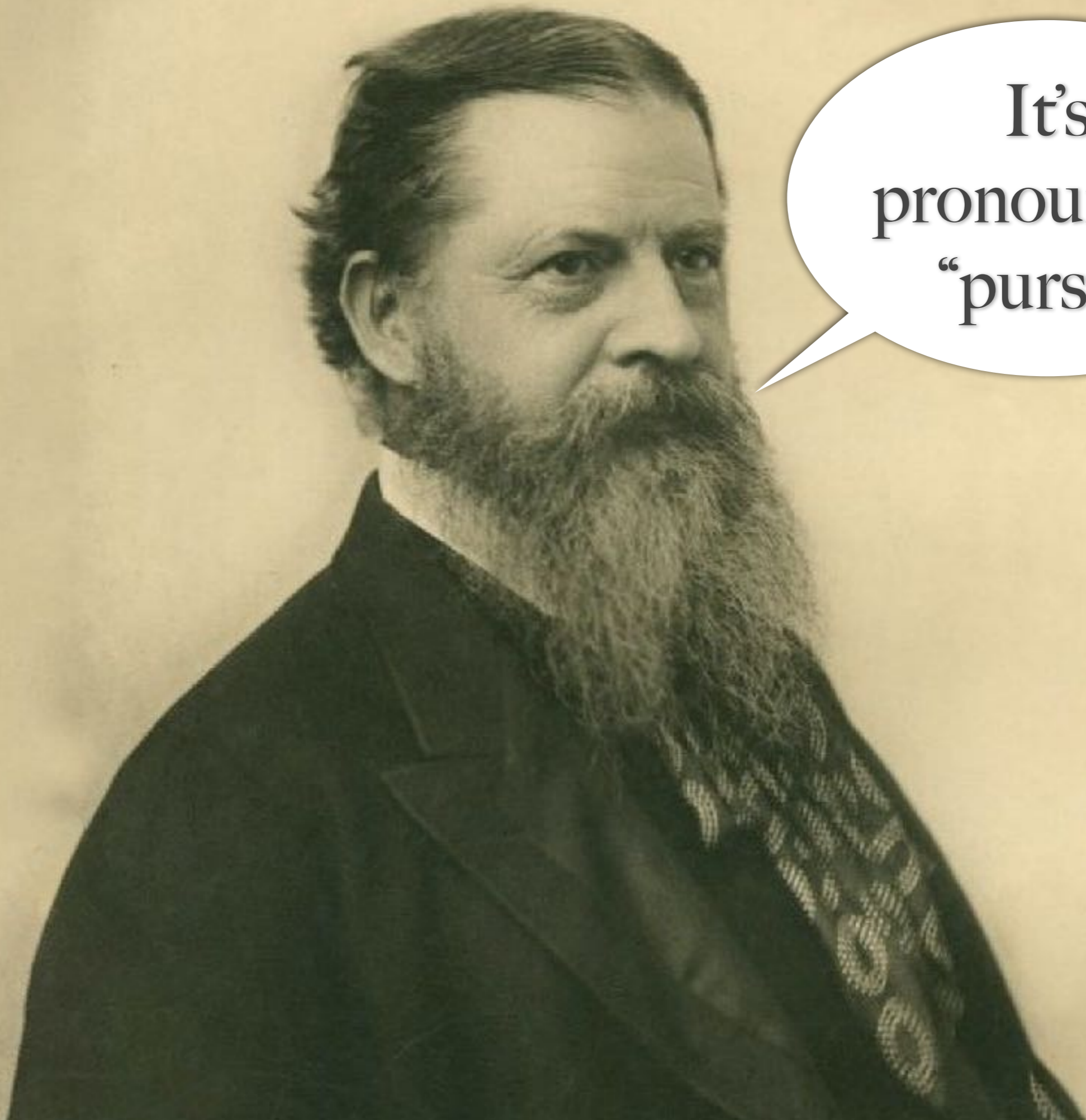


C.S. Peirce



It's
pronounced
"purse."

C.S. Peirce

1839-1914

- philosopher + logician
- scientist
- mathematician
- also, mostly unemployed, had powerful enemies, frequently in debt, and had outstanding warrants

A sign is an object which stands
for another to some mind.

—“On the nature of signs”, 1873

1867

3 classes of sign

1903

10 classes of sign

1910

66 classes of sign

1914

Dies.

3 classes of sign

- Symbolic - arbitrary
- Iconic - denotes via indirect connection
- Indexical - direct connection

most conventional

- Symbolic - arbitrary
- Iconic - denotes via indirect connection
- Indexical - direct connection

least conventional

Symbol

'a rule' or 'a habitual connection'



A

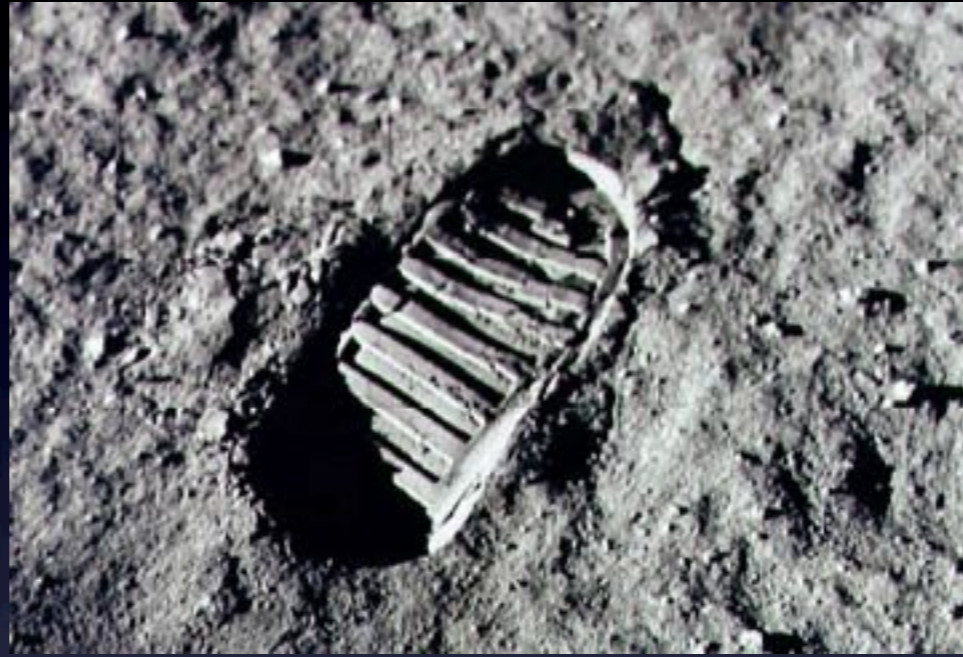


Problems

- whose rules?
- are they universal?

Index

genuine relation between the 'sign' and the object which does not depend purely on 'the interpreting mind'





poison



not poison

Problems

- Is “recognition” the same as “understanding”
- Are photographs indexes?

Iconic

mainly by its similarity



Problems

- How similar?
- How is the similarity perceived?

Triad

- a sign or representamen -a “perceptible object” - but only the elements that convey meaning
- an object - what the sign represents
- an interpretant - the meaning of the sign

Peirce's interpretant

- Is the meaning of the sign: its significance or interpretation

Infinite semiosis

- interpretants lead to other interpretants

One way to look at this is to consider
that signs may stand for other signs,
and those signs stand for other signs...