

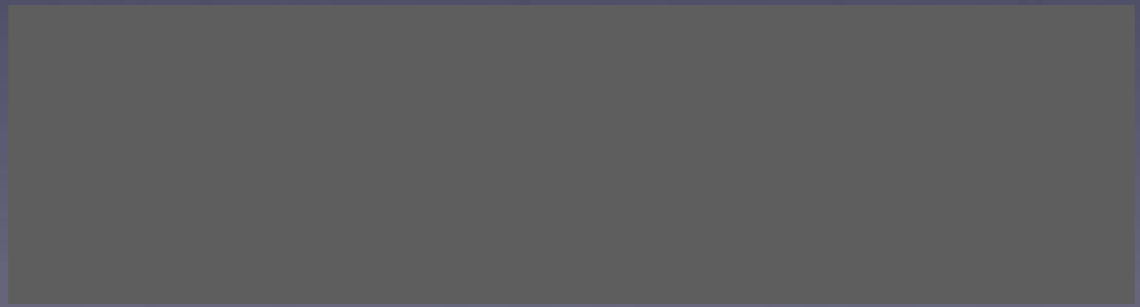
Semiotics is not about road signs.
But it's not *not* about road signs.



Swedish National
Road Administration

2003-05

Swedish road signs,
signals, road
markings and
signals by policemen





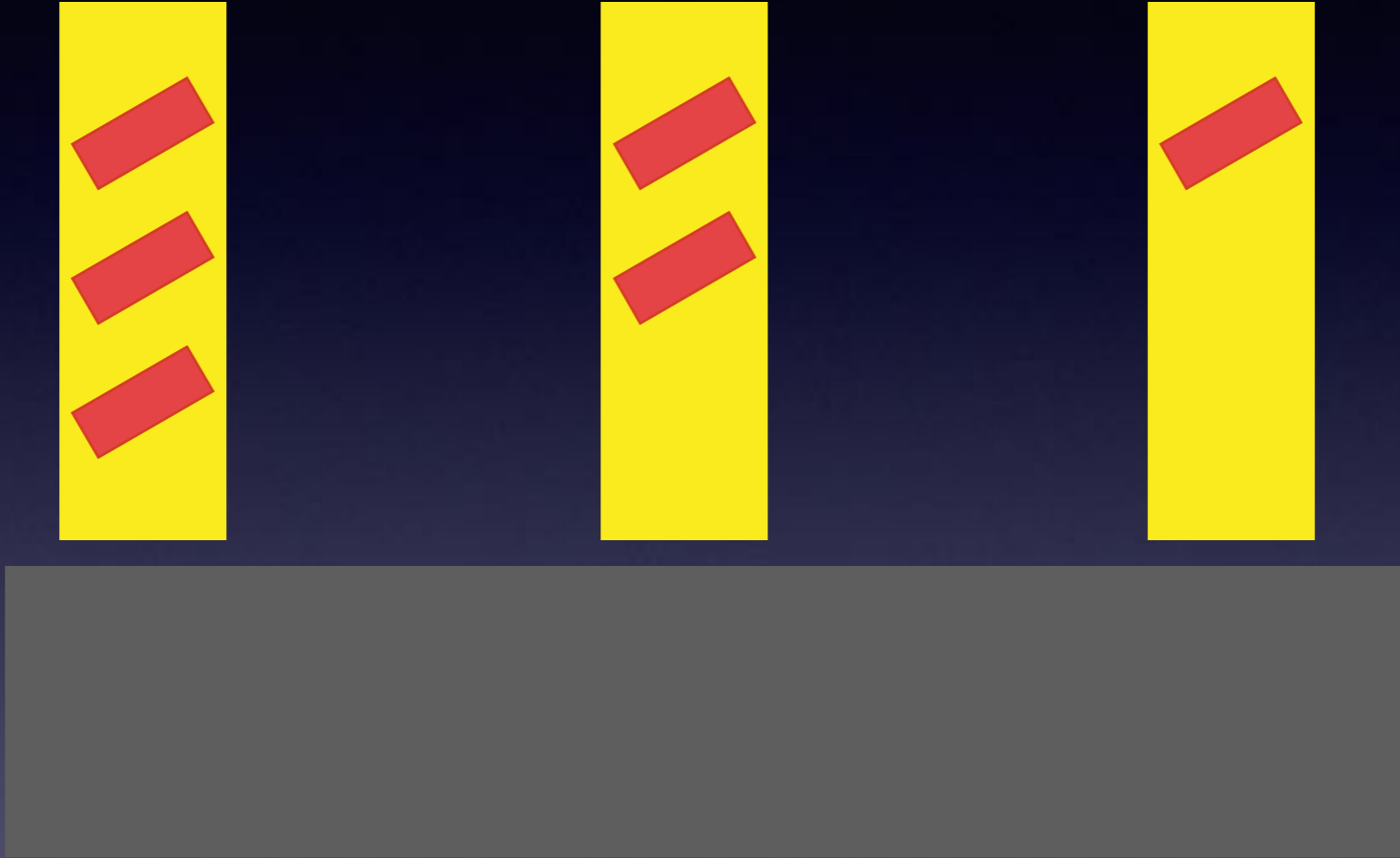




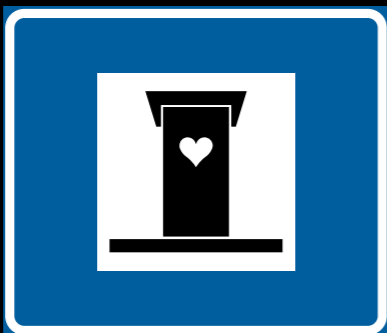
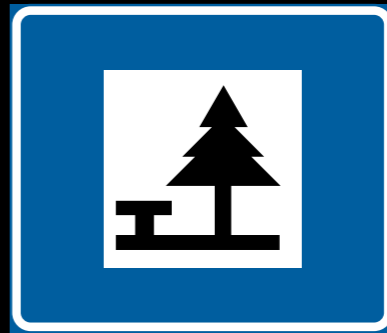
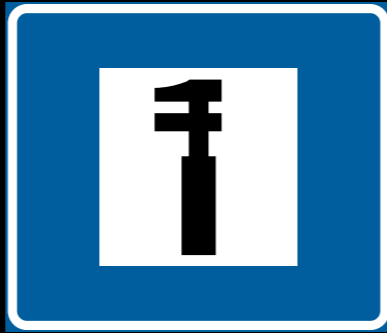






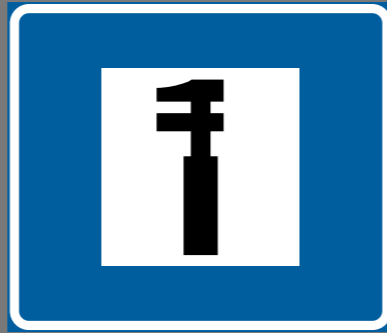








Petrol station



Workshop



Telephone



Information



Refreshments



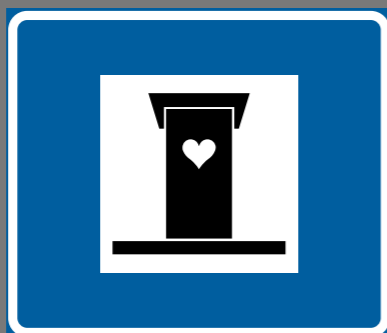
Restaurant



Hotel



Picnic site



Toilet



First aid



Youth hostel



Holiday chalets

Synecdoche

Using a part to stand for the whole.

Iconic

A likeness or connection

Symbolic

You need to learn what it means.

Question:

Are there “indexical” signs you might pay attention to when driving?



Metonymy

Using an associated concept to stand for another.

Metonymy

- substitution of a related thing for the thing itself
- “the Kremlin” meaning the “Leadership of the Soviet Union”

Synecdoche

- substitution of part for the whole, or vice versa
- Example: calling a farm worker a “hand”

Even simple road signs
use different ways to
stand for a concept

How these work

- Some give an order.
- Others show a hazard.
- All require understanding of **context**.
- Some require specific cultural knowledge.
- Others only require you understand driving.
- Both **iconic** and **symbolic** modes are present.

