



SEMIOTICS IS THE SCIENCE OF SIGNS AND SIGN SYSTEMS

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Abstract: *This thesis is devoted to a branch of science Semiotics, which studies sign systems and signs, its formation and history.*

Key words: *semiotics, signs, Charles Peirce, Charles Maurice, Ferdinand De Saussure, non-verbal communication, sign-icon, sign-index, sign-symbol.*

Аннотация: *Данный тезис посвящён Семиотике, изучающая знаковые системы и знаки, становлению и истории данной науки.*

Ключевые слова: *семиотика, знаки, Чарльз Пирс, Чарльз Морис, Фердинанд Де Соссюр, невербальная коммуникация, знак-икона, знак-индекс, знак-символ.*

Communication is an integral part of people's lives. It is a complex, comprehensive process of establishing and developing relationships that arises from the need for joint activities between people and consists of the exchange of information. When transmitting information, individuals can use a verbal form of communication through words and sentences in sound coloring, but also use non-verbal means in the communication process such as gestures, facial expressions, pantomime, eye contact systems, a certain intonation of voice and sign systems. In the process of development, humanity used various systems of signs and images to communicate and transmit information, which was a faster, larger-scale, more efficient way of communication.

Semiotics as a science arose at the end of the 19th – beginning of the 20th century. However, questions related to the nature of sign systems and the emergence of languages of communication have interested linguists and philosophers since ancient times. The idea of an independent, separate science of signs appeared at the end of the 19th century, associated with the need for a more detailed development of the concept of a sign, which arose simultaneously in natural science, linguistics, mathematics and logic.

The term semiotics comes from the Greek word semeion - sign, sign, semeiotos - designated. Thus, today the word semiotics is understood as a science that studies the properties of signs and sign systems, studying natural and artificial languages as sign systems.

The founders of semiotics are the famous American philosophers Charles Sanders Peirce (1839–1914) and Charles William Morris (1901–1979), as well as the Swiss linguist Ferdinand de Saussure (1857–1979). 1913).

“Semiology is the science that studies the life of signs within the life of society,” according to F. de Saussure. Linguist Ferdinand de Saussure proposed the name “semiology” to the new science, which became more firmly established in theoretical



linguistics. He (1857-1913) presented a number of fundamental provisions that had a significant impact on the further development of the science of signs. In particular, the scientist subdivided three main aspects of the study of signs and sign systems:

1. syntactics, structural properties of sign systems, correct construction of signs
2. semantics - the relationship of signs to the signified (content of signs)
3. pragmatics - the usefulness, value of the sign from the point of view of the user - the interpreter of the sign.

Saussure came to the conclusion that linguistics can be considered as an integral part of a science he called semiology (the modern name is semiotics), the purpose of which is to study the nature of signs and the laws governing them. [1]

De Saussure argues that semiology should be part of social psychology and determining its place is the task of the psychologist. The task of the linguist is to find out what distinguishes language as a special system in the totality of semiological phenomena. Since language is one of the systems of signs, linguistics turns out to be part of semiology. De Saussure sees the determination of the place of linguistics among other sciences precisely in its connection with semiology: "If for the first time we manage to find linguistics a place among the sciences, it is only because we have connected it with semiology" [2]

"This means that we must think about a science that studies the life of signs in the social sphere of life; We will call it semiology. This field of science will teach us what symbols and signs are made of, and on the basis of what principles they are determined and controlled. Since such a science does not exist at the moment, we cannot say about its future structure, but it is taking place and its role has long been predetermined. Linguistics is only a part of this general science" [3]

"The science whose subject is nonverbal communication, nonverbal behavior and human interaction, I propose to call nonverbal semiotics." [4]

According to Umberto Eco, semiotics is not so much a science as a special mode of thinking, a game of signs and a life adventure. According to Yu. M. Lotman, semiotics should be understood as the science of communication systems and signs used in the process of communication. [5]

So what is a sign? A sign is a material object that acts as an objective representative of some other object or concept, property or relationship, and is used to receive, store, process and transmit information or knowledge. A sign replaces an object, creating in the mind of the perceiver certain impressions and knowledge about a specific situation or event. This process of cognition is called interpretation.

There are many classifications of signs. One of the generally accepted and widespread classifications of signs is the theory proposed by one of the founders of semiotics, Charles Sanders Peirce (1839-1914). According to Peirce, a sign cannot be directly identified and interpreted with itself. The identification of a sign is determined through another object called the meaning of that sign.

In total, Peirce identified 10 types of signs, but the most widespread division of signs "the relationship between a sign and its object" into 3 types:



- 1) icon signs (icon) (image signs) 2) index signs (index) (signs-signs)
- 3) signs-symbols (symbol) (conventional, conventional signs).

From ancient times to the present day, man has used a variety of signs to transmit information and store it. It is impossible to imagine how a person would exist without the use of signs. Thus, semiotics, the science of signs, is a bridge connecting various spheres of life of human society; the development of this area will provide a better understanding of reality. Semiotics allows us to discover the iconic nature of various situations in human society. Ignorance of the socially determined meaning of signs and their erroneous interpretation not only complicates communication, but can lead to its complete breakdown.

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