





## Significative

Expressive

conversation



## SIGNIFICATIVE AND EXPRESSIVE

- Signs have two functions: significative (objective) and expressive (subjective)
  ones.
- Significative: The sign means something that the observer can readily interpret, thanks to a shared semiotic system, like language.
- Expressive: The observer can add meaning depending on the way the sign is expressed, focusing on its context, as well.
- Take a conversation: the observer can understand the content of the speaker's communication using language.
- But the you also can add another layer of interpretation based upon what they know about the speaker and the situation in which the speaker speaks.

