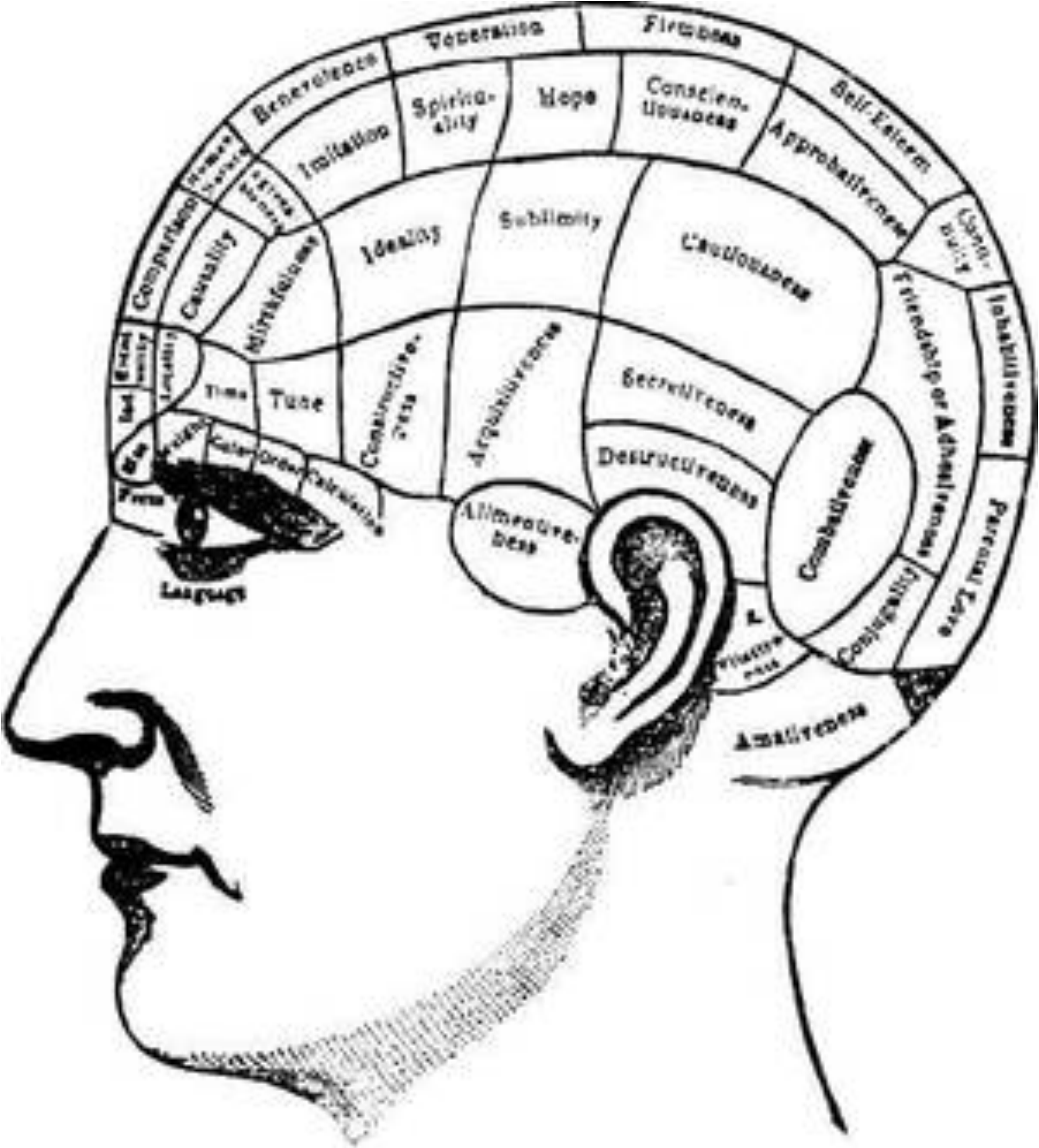
Benevolence
Veneration
Firmness
Self-Esteem
Initiation
Spirituality
Hope
Conscientiousness
Approbativeness
Cautiousness
Friendship
Ideality
Sublimity
Imitation
Causality
Comparison
Time
Tune
Language
Constructiveness
Acquisitiveness
Secretiveness
Destructiveness
Alimentiveness
Combativeness
Amativeness
Philoprogenitiveness
Inhabitiveness

- Signs significative expressive

- 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.

THE SOCIAL CONSTRUCTION OF REALITY

BERGER & LUCKMANN