

Sign Dimensionality

Dimensions of Signs



Indexicality

A semasiological tendency defined by relationship of **necessity** (esp. cause and effect).



Iconicity

A semasiological tendency defined by relationship of **resemblance**.



Symbolicity

A semasiological tendency defined by relationship of **arbitrariness, convention, and learning**.

Skunk: coffeee-in/IStock/Thinkstock; Beaker: wenchiaawang/IStock/Thinkstock; Bubble: wenchiaawang/IStock/Thinkstock

Dimensions of Signs



dog

Dog: colematt/iStock/Thinkstock

Semasiological Tendencies

Metonymy
(cognitive principle)



Indexicality

A semasiological tendency defined by relationship of **necessity** (esp. cause and effect).

Metaphor
(cognitive principle)



Iconicity

A semasiological tendency defined by relationship of **resemblance**.

Symbol
(the atrophy of indexical/iconic dimensions for terms?)



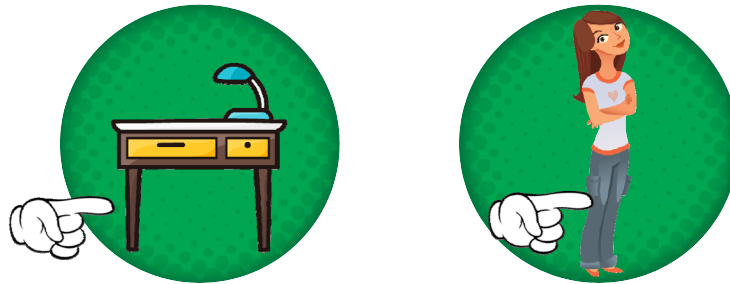
Symbolicity

A semasiological tendency defined by relationship of **arbitrariness, convention,** and **learning**.

Skunk: coffee-in/iStock/Thinkstock; Beaker: wenchiaawang/iStock/Thinkstock; Bubble: wenchiaawang/iStock/Thinkstock

Dimensions of Signs

Metaphorical Relationship



Leg

A dead metaphor

Leg

Table: wenchiaawang/iStock/Thinkstock; Girl: Kharlamova/iStock/Thinkstock; Hand: Noedelhap/iStock/Thinkstock

Metonymy

Indexicality

- A semasiological tendency defined by relationship of necessity (esp. cause and effect).

- metonymy → cognitive principle

One element of a set or a relationship (the vehicle) singled out to represent other element(s) (the tenor).

doing the standing

stood for

	vehicle	tenor
• Rae instituted photo radar.	Rae	Rae's government
• Harris banned photo radar.	Harris	Harris's government
• Hollywood loves westerns.	Hollywood	People who make movies
• Toronto wins in overtime!	Toronto	Team representing the city
• Ottawa collapses!	Ottawa	Team representing the city

Metaphor

Iconicity

- A semasiological tendency defined by relationship of resemblance.
- metaphor → cognitive principle

One element (the vehicle) represents another element (the tenor), to which it is unrelated.

	vehicle	tenor
• My love is a red, red rose.	red rose	love
• Homer is a pig.	pig	Homer
• Ottawa is toast.	toast	Ottawa
• The leg is broken.	leg	part of table
• The wing is closed.	wing	area in hospital

Attributes are invoked,
by way of resemblance

- Eats a lot
- Noisy
- Not very clean

Homer: Fox Flash (2006) "Homer Simpson", Wikimedia Commons.