

Signs

Types of Signs



Indexical
Necessity
(esp. cause and effect)

- cat sneeze
- cat allergy
- cat paw prints
- cat poop



Iconic
Resemblance

- photograph of a cat
- drawing of a cat
- sculpture of a cat
- a cat noise

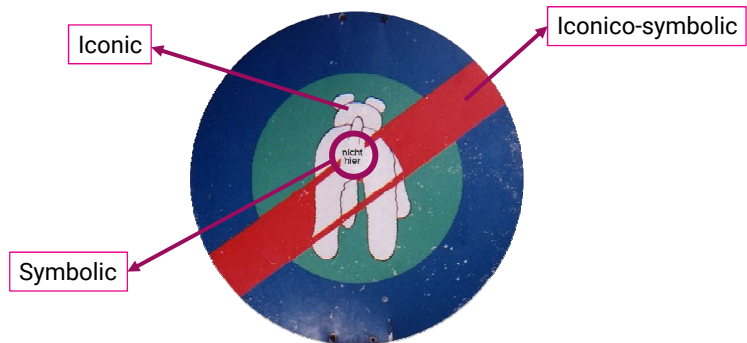


Symbolic
Arbitrariness,
convention, and learning

- cat [k^hæt]
- chat [ʃæt]
- gato [gæto]

Book, Speech Bubble, Cat: wenchiaawang/iStock/Thinkstock; Dog: colematt/iStock/Thinkstock; Sign: Randy Harris;

Composite Sign Systems



Randy Harris

Composite Sign Systems



Randy Harris

Composite Sign Systems



'Bow-wow theory'



'Pooh Pooh theory'



'Yo-he-ho theory'

Onomasiological migration theories



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Composite Sign Systems



'Bow-wow theory'

Indexes

The sound the dog makes.

Icons

A dog sound.

Symbols

When the iconic relationship falls apart.

Onomasiological migration theories



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