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My ingenious Title on This and That, considering Those

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Introduction

Some introductory notes (Shipp, Adams, & Friston, 2013): Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum congue porttitor ex, at porta massa viverra id. Proin bibendum varius quam, at posuere purus eleifend non. Vivamus convallis vitae odio nec interdum. Ut nunc nulla, dignissim vitae orci nec, rutrum venenatis ligula. Sed rhoncus porta mauris non tincidunt. Aenean tristique at mauris ac accumsan. Donec scelerisque in turpis sit amet posuere. Duis commodo tellus lacinia aliquam tempor. Maecenas luctus porta risus at hendrerit. Nulla porta magna quis cursus aliquam.

Semiotic and pragmatic concerns

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Semiotics and pragmatics

Semiotics studies tokens, reality and meaning. The meaning of a *token* (text, graphics) relates to what it denotes in reality (the *entity*), whilst this relation cannot be deferred from the shape, structure or other characteristics of the token itself. De Saussure used a dyadic model for the *semiotic sign*, that stressed that the token and the entity were as inseparable as the two sides of a piece of paper (Shipp *et al.*, 2013). This 'self-containment of the sign' remains one of the major principles of semiotics. Constructing the semiotic sign from its distinct parts is called *semeiosis*. Tokens, in combination with their ability for semeiosis, provide humans with the tool to communicate. Meaning, then, emerges as a result of the semeiosis. In the remainder of this paper, with "sign" we always mean the semiotic self-contained sign (not the token only).

Sanders Peirce (Liu *et al.*, 2021) developed a triadic model (semiotic triangle) of the semiotic sign (fig. 1(a)). The semiotic triangle was used and modified by many (e.g. (Jiang, Andolina, Li, & Tang, 2021; Li *et al.*, 2017; Liu *et al.*, 2021)). Our modifications (fig. 1(b)) focus on naming conventions in IT architectures and on its subjective nature by placing the human actor in the middle (Luo *et al.*, 2020).

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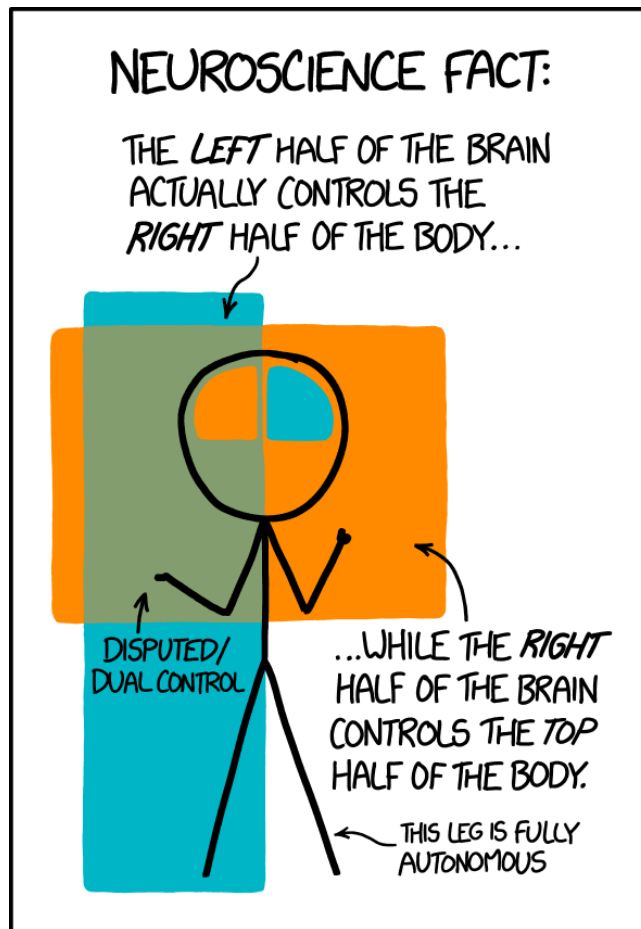
Figure 1 – The triadic model of the semiotic sign, according to Peirce (a), and our notations (b). Example (c) shows the concept of a cat named "Yojo"

Pragmatics studies the way context, pre-existing knowledge, and intent contribute to meaning. Where grammars are capable of generating linguistically ingenious and complex strings of tokens that represent meaning, pragmatics suggests that comprehension involves more than a decoding grammar, rejecting the code model (Liu *et al.*, 2021). The *inferential model* describes comprehension as an inference process that starts from a set of premises and results in a set of conclusions that are warranted by them (Liu *et al.*, 2021). Grice thus discerns the latter *pragmatic meaning* from the former *semantic meaning*, providing the insight that both models might be different but not incompatible and both have their place in semantics.

Then, some references....

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