English 409: Studies in Composition/Rhetoric/Language (0)

Review for Unit Two

Charles Sanders Peirce (1839-1914)
“Logic as Semiotic: The Theory of Signs” (1893-1910)
“A sign, or representamen, is something which stand to somebody for something in some respect or capacity” (99).

sign/representamen (“first”)
object/ground (“second”)
interpretant (“third”)

semiotics

trivium:
grammar
logic
rhetoric

first trichotomy:
qualisign
sinsign (replica)
legisign

law
convention

second trichotomy:
icon (hypoicon)
index
symbol

“Any ordinary word, as ‘give,’ ‘bird,’ ‘marriage,’ is an example of a symbol. It is applicable to whatever may be found to realize the idea connected with the word; it does not, in itself, identify those things” (114).

Friedrich Nietzsche (1844-1900)
On Truth and Lying in a Non-Moral Sense (1873)
dereception
truth
“illusory consciousness”

“What is a word? The copy of a nervous stimulation in sounds” (876).

thing-in-itself/Ding an sich (Kant)
phenomenal (Kant)
noumenal (Kant)

“Every concept comes into being by making equivalent that which is non-equivalent” (877).

“What, then, is truth? A mobile army of metaphors, metonymies, anthropomorphisms, in short a sum of human relations which have been subjected to poetic and rhetoric intensification, translation, and decoration, and which, after they have been in use for a long time, strike a people as firmly established, canonical, and binding… (878).
[Be familiar with the key analogies Nietzsche uses, especially the “leaf” example.]
Julia Kristeva (1941- )
Language, the Unknown (1981)
demarcation
signification
communication
“Whoever says language says demarcation, signification, and communication” (4).

secondary linguistic system (culture)

material of language =
sounds
marks
gestures

the speaking subject
addressee/listener
message

audition
phonation

quipu (example from Incan culture)

morpheme
phoneme
grapheme
seme

discourse
“The term ‘discourse’ . . . designates any enunciation that integrates in its structure the locutor and the listener, with the desire of the former to influence the latter” (11).

stylistics
lexicography
semantics
grammar

tropes (figures): metaphor, metonymy, synecdoche, antonomasia, catachresis, onomatopoeia, metalepsis, epithet, allegory, enigma, irony, periphrasis, hyperbole, hyperbaton

[You should be familiar with these common figures of speech; find examples that will help you remember them, and better yet, practice them in your own writing.]
**Ferdinand de Saussure (1857-1913)**

*Course in General Linguistics* (1915)

- sign =
  - concept (signified)
  - sound-image (signifier)
  - referent

Principle I: the arbitrary nature of the sign (no natural or “motivated” link between signifier and signified)

Principle II: the linear nature of the signifier =
  - a) speech unfolds in a span of time; and
  - b) the span is a line composed of one element after the other,
  - the “signifying chain”

Immutability =
- individuals (usually) cannot change the sign system

Mutability =
- sign systems do change over time

- diachronic
- synchronic

Signification vs. linguistic value
- difference/differential system

[You should also be able to explain the diagrams Saussure uses in his text.]

**Roland Barthes (1915-1980)**

- myth
- mythology

- message
  - “significant unit or synthesis”

- formalism
  - “ideas in form”

- language-object
- global sign
- metalanguage

- tri-dimensional pattern
  - first-order semiological system
    - meaning (signifier)
    - concept (signified)
    - sign
  - second-order semiological system
    - form (signifier)
    - concept (signified)
    - signification

**Claude Levi-Strauss (1908- )**

- anthropology
- linguistics
- language-culture relationship

- “exact” natural sciences
- human and social sciences

- structuralism
  - element (“atom”) of a structure

- marriage rules
- social structures
- kinship system

- subjective/egocentric system
- objective system
three levels of inquiry =
1. relationship between a specific language and a specific culture
2. more abstract relationship between language as an theoretical concept and culture as a theoretical concept
3. methodological and theoretical relationship between the academic disciplines of linguistics and anthropology

**General Terms**
- idiolect
- dialect
- private language (Ludwig Wittgenstein)
- cultural capital (Pierre Bourdieu)
- language policy
- dialectic
- prejudice