

# **semiotics part 2**

**review**

semiotics:

sign:

icon:

index:

symbol:

**denotation**

a sign's primary meaning.

“dictionary definition”

“just the facts, ma'am”

*what is pictured*

**connotation**

a sign's secondary meanings.

leverages the viewer's past experiences,  
learned social rules and conventions.

*how it is pictured*

denotations

connotations

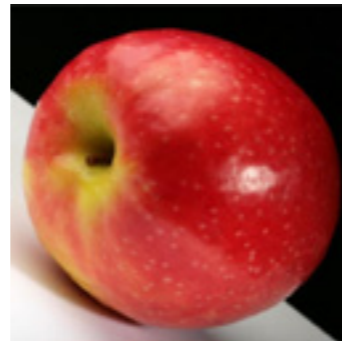


denotations

connotations



denotation: apple  
what are the various connotations?



denotation: collection of pages you read  
what are the various connotations?

BOOK

*book*

book

BOOK

**BOOK**

**book**



?

**BITES BOY DOG**

**BOY BITES DOG**

**DOG BITES BOY**

## **syntagm**

a collection of signs organized  
into a linear sequence.

syntagms occur at multiple levels:  
word, sentence, and story formation.

think “*syntax*”.

**syntagm**

order is crucial to meaning:

obko vs oobk vs book

*boy bites dog vs dog bites boy*

syntagmatic conventions form over time,  
resulting in grammar.

think of syntagms, or syntax,  
as running horizontally:

1

2

3

4

## **paradigm**

a set of items that form mutually exclusive choices.

*or*

the class of all items that can be substituted into the same position (or slot) in a grammatical sentence (are in paradigmatic relation with one another).

paradigm  
*examples:*

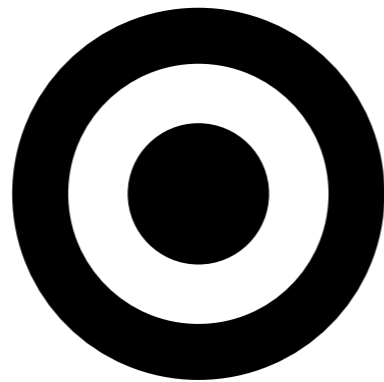
the alphabet

D O G

D I G

D U G

colors





think of paradigms  
as running vertically:

1

2

3 a

3 b

3 c

3 d

3 e

3 f

3 g

3 h

4

think of paradigms  
as running vertically:

1 |

2 love

3 a cheese

3 b pepperoni

3 c anchovy

3 d veggie

3 e olive

3 f thin-crust

3 g deep-dish

3 h all

4 pizza







## **code**

part of the larger definition of “language”,  
a code is a specific set of signs agreed upon  
by a culture.

**digital code**

a fixed paradigm with clearly defined units.

digital code

a b c d e f g h i j k l m

n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9



**digital code**

Garamond regular

*Garamond italic*

**Garamond semibold**

*Garamond semibold italic*

**Garamond bold**

*Garamond bold italic*

# digital code



## **analog code**

an open paradigm [unlimited choices]  
with unclear divisions between units.

analog code



analog code



**analog code**

*a final example:*

musical sounds [musical *notation* is digital]

## SOURCES

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