

CULTURAL AND SEMIOTIC STUDIES CENTER



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MODELS OF THE SIGN  
according to

WINFRIED NÖTH. HANDBOOK OF SEMIOTICS

Cultural and Semiotic Studies Center

2017

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# MODELS OF THE SIGN

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According to  
*Handbook of Semiotics*  
by Winfried Noth

CSSC' Educational Materials  
2017

# The Dyadic models of the sign

	SIGN	CORRELATES Sign vehicle	OF THE DYAD Meaning
1/ Augustine (397)	Sign	Sign (as thing)	Other things; something else
2/ Scholastics (13 <sup>th</sup> cent.)	Signum	Aliquid (vox)	Aliquo (res)
3/ Hobbes (1640)	Sign	Antecedent experience	Consequent experience
4/ Locke (1690)	Sign (1) Sign (2)	Idea Word	Thing Idea
5/ Port-Royal (1685)	Sign	Idea of the representing thing	Idea of the thing represented
6/ Wolf (1720)	Sign	One thing	
7/ Degerando (1800)	Sign	Sensation	
8/ Saussure (1914)	Sign (signe)	Signifier (signifiant)	Signified (signifie)
9/ Hjelmslev (1930ff.)	Sign	Expression	Content
10/ Cassirer (1923ff.)	Symbolic form	Concrete sensible sign	Content; Meaning
11/ Buhler (1933)	Sign	Representative	Meaning
12/ Bloomfield (1933)	Linguistic form	Speech sound; Signal	Response in hearer
13/ Buyssens (1943)	Seme	Semic act	Meaning; Signification
14/ Jakobson (1959ff.)	Sign(um)	Signans	Signatum
15/ Goodman (1968)	Symbol	Words, Pictures, etc.	Denotatum; Object

# The Triadic models of the sign

	SIGN	CORRELATES Sign vehicle	OF THE Sense	TRIAD Referent
1/ Plato (ca. 400 B.C.)	Name	Sound	Idea; Content	Thing
2/ Aristotle (ca. 350 B.C.)	[Sign]	Sound	Affections	Thing (Pragma)
3/ Stoics (ca. 250 B.C.)	[Sign]	Semainon	Semainomenon (Lekton)	Object or Event
4/ Boethius (ca. 500)	[Word]	Voice	Concept	Thing
5/ Bacon (1605)	[Word]	Word	Notion	Thing
6/ Leibniz (ca. 1700)	[Sign]	Sign character	Concept	Thing
7/ Peirce (1890ff.)	Sign	Representamen	Interpretant	Object
8/ Husserl (1900)	Sign	Expression	Meaning	Thing
9/ Ogden and Richards (1923)	-	Symbol	Thought Or Reference	Referent
10/ Morris (1940)	Sign	Sign vehicle	Significatum	Denotatum

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