Types of signs

Indexical
- A mode defined by relationship of necessity (especially cause and effect).

Iconic
- A mode defined by relationship of resemblance.

Symbolic
- A mode defined by relationship of arbitrariness, convention, and learning.
Symbolic
A mode defined by relationship of arbitrariness, convention, and learning

- dog (English)
- chien (French)
- Hund (German)
- perro (Spanish)
- leéca’l (Navajo)
- kurii (Maori)
- mbwa (Swahili)
- khwei (Burmese)

Bow-wow-pooh-pooh-yo-he-ho theories
Onomasiological migration theories
Index-to-icon-to-symbol
Signs in the eye (ear, nose, tongue, fingertips) of the beholder

Signs depend on interpretation; therefore, on interpreters.

"Icons are probably not found in the animal kingdom" — Dirven and Verspoor, p. 3.

"The bees’ analog communicative dance is primarily iconic" — Harris, last lecture

Dimensions of signs

Indexicality
An onomasiological tendency defined by relationship of necessity (esp. cause and effect).

Iconicity
An onomasiological tendency defined by relationship of resemblance.

Symbolicity
An onomasiological tendency defined by relationship of arbitrariness, convention, and learning.
Metaphor and metonymy

Indirect representation

Something (called the vehicle) carries the primary signification for something else (tenor) that ordinarily holds that signification.

Metaphor is iconic
The vehicle/tenor relationship is an asserted resemblance: the tenor is said to be like the vehicle in some way.

Metonymy is indexical
The vehicle/tenor relationship is (not exactly necessary but) drawn from the same habitat: the tenor is related to the vehicle in some way.

Metonymy—
The principle of set membership

One element of a set or a relationship (the vehicle) singled out to represent other element(s) (the tenor)
- Rae instituted photo radar.
- Harris banned photo radar.
- Hollywood loves westerns.
- Toronto wins in overtime!
- Ottawa collapses!
- Guns don’t kill people; people kill people.

Metaphor—
The principle of comparison

One element (the vehicle) represents another element (the tenor), to which it is unrelated.
- My love is red, red rose.
- Homer is a pig.
- Detroit is toast.
- The table leg is broken.
- The orthopedic wing is closed.
- Fire kills thousands every year. (Personification)
Metonym

Attributes are picked out (indexical) to represent something associated with those attributes.

Dancin’
Homer

Metaphor

Attributes are invoked, by way of resemblance (iconic).

• Homer is a pig.
  • Eats a lot
  • Noisy
  • Not very clean.
Metaphor
- Tenor = vagina
- Vehicle = cat
- Attributes
  - Warm
  - Furry
  - 

Metonymy
- Tenor = woman
- Vehicle = vagina/pussy

The ultimate devaluing of a (category of a) person: to a small anatomical component.
"Pussy"

Metaphor
- Tenor = the insult target
- Vehicle = woman (not vagina)
- Attributes
  - Weak
  - Soft
  - Quitter
- Means 'Opposite of a man', but in a wholly valuative way.

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"Pussy"

Metaphor ⬇️ Metonymy ⬇️ Metaphor

Indexicality, Iconicity
- a relatively mundane example of ordinary language
- not a fancy literary or rhetorical device
- these processes, and figuration generally, are pervasive

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"Pussy"

Metaphor
- Tenor = the insult target
- Vehicle = a particular type of woman (still not vagina)
- Attributes
  - Weak
  - Soft
  - Quitter
- Means "the sort of woman that gives all of us a bad name for being weak, soft, quitters" (f); in a wholly valuative way.

We now return you to regular programming

Indexicality
- Deictics
  - Pointing words
- Egocentricity
  - Speaker-oriented
- Anthropocentrism
  - Human-oriented
- Inherent orientation
  - Human-body orientation invested in objects
Indexicality

Deictics

Gk. deiktos = “to show”
  - Pointing words

Pronouns
  - Picks out attributes
    (speaker, hearer, masculine, feminine, ...)

Proximals
  - Here, there (location)
  - Now, then (time)
  - This, that (object location)

Indexical orientation — Deictic centre

Egocentricity

The speaker (or, in a rhetorical extension, the hearer) as the (default) reference point for everything else.
  - “The squirrel is behind the tree.”
  - “Mount Pinatubo is on the left”

Indexical orientation — Deictic centre

Egocentricity

Pronouns
  - First person (I, me, we, us, ...)
  - Second person (you, your)
  - Third person (he, she, it, they, ...)

Here and there
Now and then
This and that
Indexical orientation — Deictic centre

Egocentricity

Pronouns
- First person (I, me, we, us, ...)
- Second person (you, your)
- Third person (he, she, it, they, ...)

Here and there
Now and then
This and that

Pointing words often orient to the speaker

Indexicality — Inherent orientation

Anthropocentricity

Gk. anthropos = “man”
(hu)man-centred

Human-first syntax
- She knows math.
- *Math is known by her.

Indexicality

Anthropocentricity

Gk. anthropos = “man”
(hu)man-centred

Other objects oriented like humans
- front, back
- left, right
- before, behind
Deictic (egocentric) vs. Inherent (anthropocentric) Orientation

Indexicality
Anthropocentricity

Gk. anthropos = “man”
(hu)man-centred
Personification
• Metaphor sub-type
• X is a person
  • My car just doesn’t want to go.
  • Unemployment has moved into Canada.
  • Tuition ate up my wages.

'Sentientification'
'Organismification'
Indexicality

**Anthropocentricity**

Gk. *anthropos* = “man” (hu)man-centred
Daniel Dennett’s “Intentional stance”

Iconicity

**Sequential order**
“Don’t drink and drive”

**Distance**
Immediacy of action

**Quantity**
Reduplication

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Principle of sequential order

Unless marked, the order of words (by default) mirrors the order of events.

- He kicked sand in my face and I got mad.
- I got mad and he kicked sand in my face.
Iconicity
Principle of distance

Linguistic distance (proximity) tends to mirror conceptual distance.
- She squeezed me.
- She gave me a squeeze.
- She gave a squeeze to me.

Iconicity
Principle of quantity

Length of utterance correlates with (speaker’s perception of) quantity of concept.
- Dinosaurs lived a  l o o o n g time ago.
- Dinosaurs lived a long, long, long, … time ago.
- Lawyerese.
- Political speeches.

Iconicity — Principle of quantity
Reduplication

Japanese
hito ‘person’
hitobito ‘group of people’
kami ‘god’
kamigami ‘group of gods’

Mandarin
oxiao ‘small’
xiaoxiao ‘very small’
gaoxing ‘happy’
haogaoxing ‘very happy’
Iconicity — Principle of quantity
Reduplication

/koran/ /oran, oran/

=all sorts of men

/anak/ /anak anak/

=all sorts of children

/manja/ /manja manja/

=all sorts of mangoes

Iconicity — Principle of quantity
Conceptual Reduplication

Trinidad and Tobago

[jɔwíj]

• emphatic confirmation, agreement, interjective intensifier

Children at Play, Romeo Downer
http://caribbeanartist.com/

Iconicity — Principle of quantity
Conceptual Reduplication

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Iconicity — Principle of quantity
Conceptual Reduplication

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• emphatic confirmation, agreement; interjective intensifier
• yes-we?
• yes-whee!

Children at Play, Romeo Downer
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Iconicity — Principle of quantity
Conceptual Reduplication

Trinidad and Tobago
[ji₃wij]
• emphatic confirmation, agreement; interjective intensifier
• yes-we?
• yes-whee!
• yes-oui!

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http://caribbeanartist.com/

Iconicity — Quantity or distance?
Politeness/Face preservation

No smoking.
Please, don’t smoke.
Would you mind not smoking?
I would appreciate it if you wouldn’t smoke.
Customers are requested to refrain from smoking if they can.

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Any questions?

Indexicality
Necessary linkage; metonymical; linguistic pointing.

Iconicity
Representational linkage; metaphorical; linguistic and conceptual linkages.

(Symbolicity
"Arbitrary", conventional linkages; motivations atrophied.)

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