

# Craig Graci - QM Mining Activity 1

## Chapter 1: What is Semiotics? (Sections 1 and 2)

---

### Summary

---

Semiotics, the study of signs and systems of signs, is characterized in terms of goals and methodology. A first example of a sign is discussed in some detail. A history of semiotics from ancient times through the twentieth century is presented. The founders of modern semiotics, the Swiss linguist Ferdinand de Saussure and the American philosopher Charles Sanders Peirce, are introduced. Brief mention is made of a number of people who, building on the foundational ideas of Saussure or/and Peirce, played leading roles in developing semiotics into the sophisticated discipline that it is today: Ludwig Wittgenstein, Charles Morris, Roman Jakobson, Roland Barthes, Agiridas Greimas, Thomas Sebeok, and Umberto Eco. Finally, even briefer mention is made of other significant contributors to the field, namely Derrida, Levi-Strauss, Merleau-Ponty, Deleuze, Ricoeur, Deely, Merrell, Lotman, Hjelmslev, Kristeva, Lacan, Foucault, Lady Welby, Benveniste, and Langer.

---

### Salient Sentence Sequences

---

1. The ultimate goal of semiotics is, in fact, to unravel the meanings that are built into all kinds of human products, from words, symbols, narratives, symphonies, paintings, and comic books to scientific theories and mathematical theorems. (Quote - bottom of page 3)
2. Methodologically, semiotics focuses on the use, structure, and function of signs (symbols, words, images, figures, etc.) involved in meaningful activities. (Quasiquote - top of page 4)
3. The central aim of semiotics is to investigate, decipher, document, and explain the *what*, *how*, and *why* of signs, no matter how simple or complex they are. Since the middle part of the twentieth century, semiotics has grown into a broad field of inquiry. It has been applied to the study of body language, art forms, discourses of all kinds, visual communication, media advertising, narratives, language, objects, gestures, facial expressions, eye contact, clothing, space, cuisine, rituals - in sum, to everything that human beings produce and use to communicate and represent things in some psychologically and socially meaningful way. (Quasiquote - bottom of page 5)
4. ...
5. ...
6. ...
7. ...
8. ...
9. ...
10. ...
11. ...
12. ...
13. ...
14. ...
15. Readers are bound to come across names such as Derrida, Levi-Strauss, Merleau-Ponty, Deleuze, Ricoeur, Deely, Merrell, Lotman, Hjelmslev, Kristeva, Lacan, Foucault, Lady Welby, Benveniste, and Langer, among others, when reading about signs and sign theory in various sources. (Quote - middle of page 11)