

# SEMIOTIK = ???

## 03: Zeichenmodelle

semiotica

semiotics

sémiotique

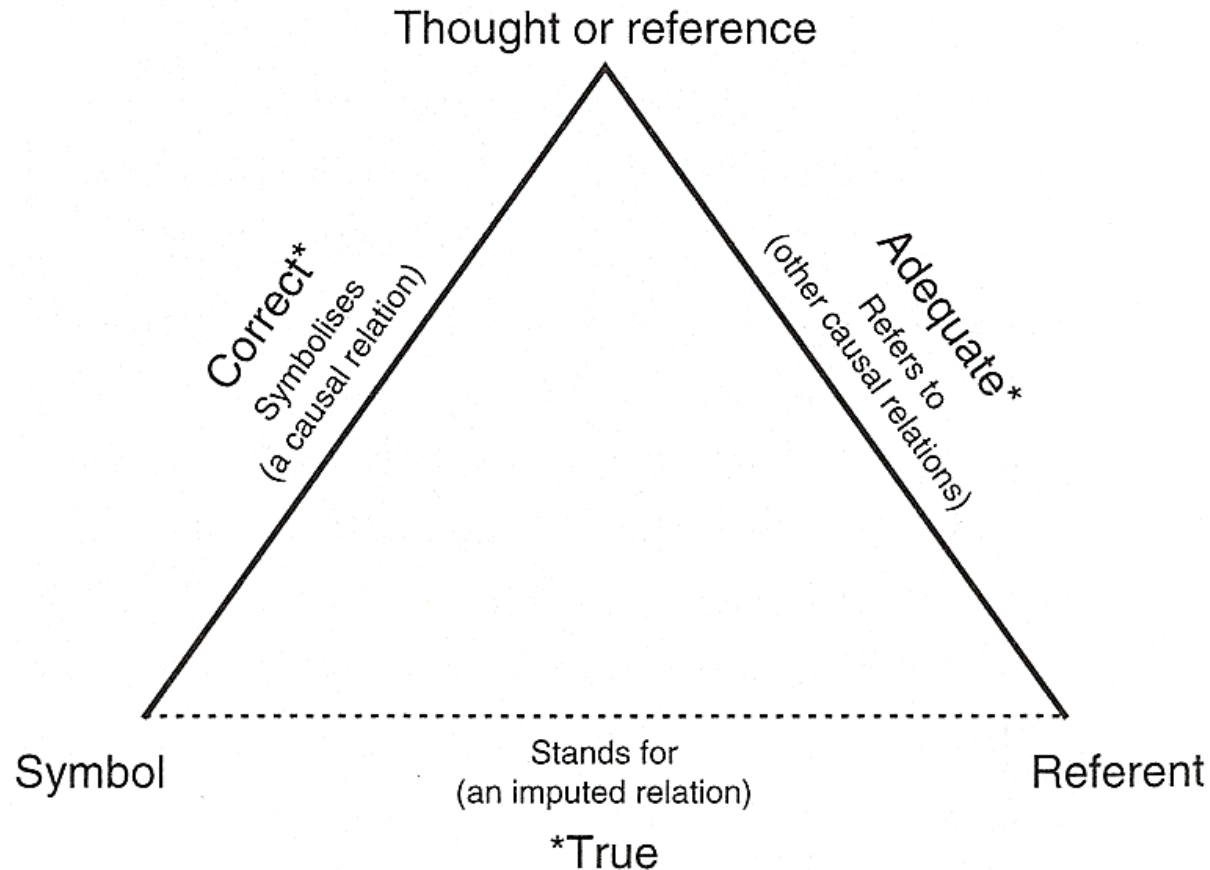
Σημειωτική

semasiologie

sematologie

sémiologie

**Charles Kay Ogden** (1889-1957),  
**Ivor Armstrong Richards** (1893-1979)



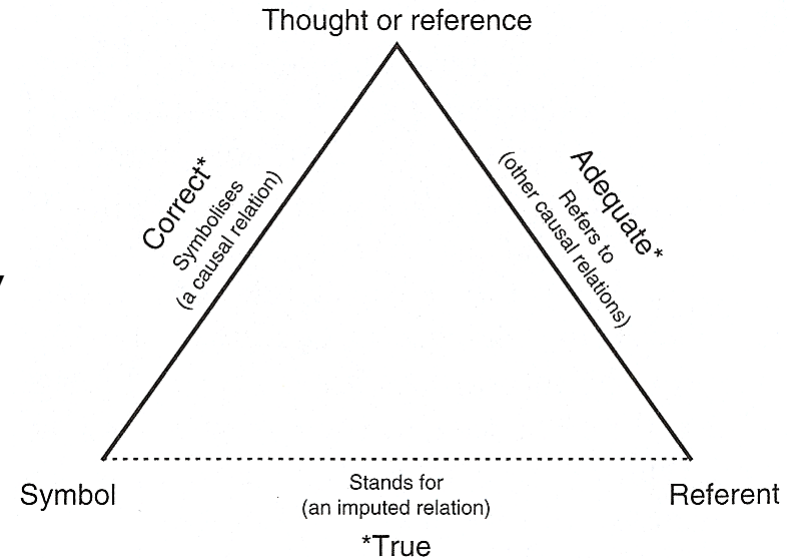
Zeichenrelation / semiotisches Dreieck (Ogden & Richards 1923: 11)

Ogden, C.K. & I.A. Richards (1923). *The Meaning of Meaning*. New York: Harcourt

# Ogden & Richards

“[T]he base of the triangle is quite different in composition from either of the other sides. Between a **thought** and a **symbol** causal relations hold. When we speak, the symbolism we employ is caused partly by the reference we are making and partly by social and psychological factors – the purpose for which we are making the reference, the proposed effect of our symbols on other persons, and our own attitude. [...]

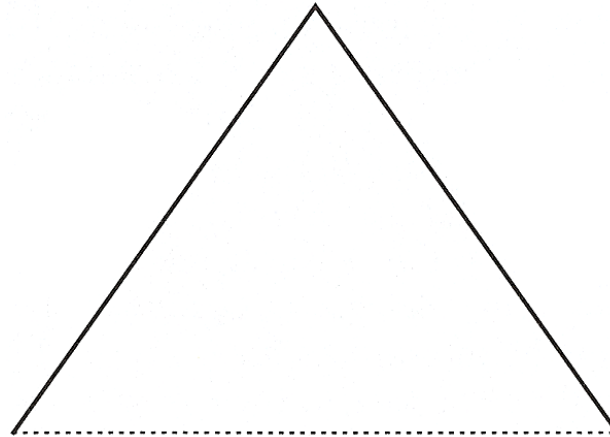
Between the **Thought** and the **Referent** there is also a relation; more or less direct (as when we think about or attend to a coloured surface we see), or indirect (as when we ‘think of’ or ‘refer to’ Napoleon), in which case there may be a long chain of sign-situations intervening between the act and its referent: word, historian, contemporary record, eye-witness, referent (Napoleon). Between the symbol and the referent there is no relevant relation other than the indirect one, which consists in its being used by someone to stand for a referent. **Symbol** and **Referent**, that is to say, are not connected directly (and when, for grammatical reasons, we imply such a relation, it will merely be imputed, as opposed to a real relation) but only indirectly round the two sides of the triangle.”  
(Ogden & Richards 1923: 12)



Ogden, C.K. & I.A. Richards (1923). *The Meaning of Meaning*. New York: Harcourt

# Dreigliedrige Zeichen-/Semiosemodelle

**Interpretant** (Peirce)  
Gegenstand (Frege)  
Sinn (Frege)  
Referenz (Ogden/Richards)  
**Designatum** (Morris 1938)  
**Significatum** (Morris 1946)  
Intension (Carnap)



**Zeichen** (Peirce)  
**Representamen** (Peirce)  
Symbol (Ogden/Richards)  
Zeichenträger (Morris)  
Sem (Buyssens)

**Objekt** (Peirce)  
Referent (Ogden/Richards)  
**Denotatum** (Morris)  
Gegenstand (Frege)  
Signifikat (Frege)  
Denotation (Russell)  
Extension (Carnap)

(Eco, Umberto (1977). *Zeichen. Einführung in einen Begriff und seine Geschichte*. Frankfurt/M: Suhrkamp, 30)

# triadische Zeichenmodelle & Zeichenkorrelate

	Zeichen	Zeichenkorrelate		
		Zeichenträger	Bedeutung	Referenzobjekt
Platon (ca. 400 v. Chr.)	Name	Laut	Idee	Sache
Aristoteles (ca. 350 v.Chr.)	[Zeichen]	Laut	Empfindungen	Ding, Sache
Stoiker (ca. 250 v. Chr.)	[Zeichen]	σημαίνον	σημαινόμενον λεκτόν	Sache
Boethius (ca. 500)	[Wort]	Laut	Begriff (conceptus)	Sache
Bacon (1605)	[Wort]	Wort	Begriff (notio)	Sache
Leibniz (ca. 1700)	[Zeichen]	Charakter	Konzept	Sache
Peirce (ca. 1900)	Zeichen	Repräsentamen	Interpretant	Objekt
Husserl (1900)	Zeichen	Ausdruck	Bedeutung	Sache
Ogden & Richards (1923)	[Zeichen]	Symbol	Gedanke o. Referenz	Referent
Morris	Zeichen	Zeichenträger	Signifikatum	Denotatum

(Nöth 2000: 141)