


Saussure (Binary SIGN)

Seated in /originates from speaker's **mind**

Claim fixed/direct bond between:

Sound-image/
Signifier  Concept/
Signified


Lingue/value relations

Radical Semiotics
(structuralism)

"Lingue is a system of pure values determined by nothing but the momentary arrangement of its terms" (p. 80)

"Sapir-Whorf Hypothesis" (strong version/misreading)

Claim determining relation
between:

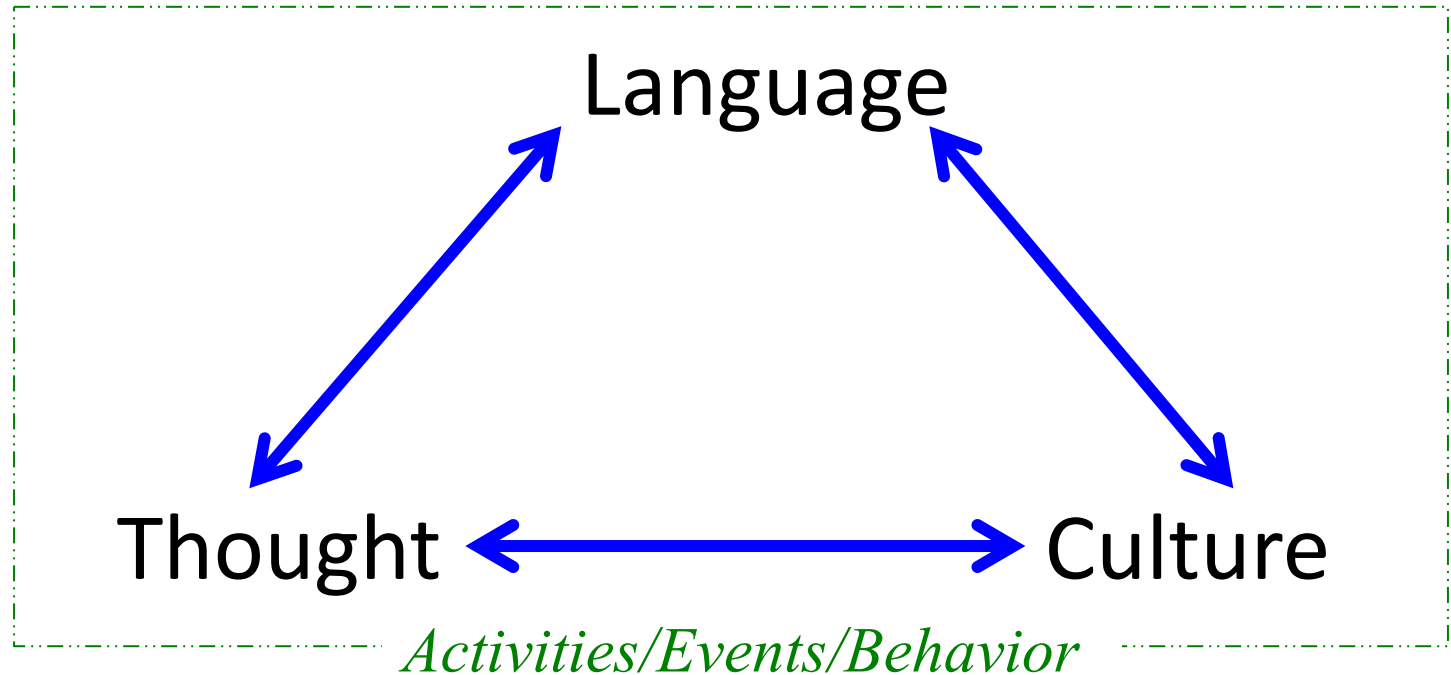
Language  Thought
/action

Social/cultural context

Radical Pragmatics
(structural functionalism)

""Sapir-Whorf hypothesis' is shorthand for a simplistic and easily dismissible 'strong' version of Sapir and Whorf's beliefs, which (mistakenly states that language determines thought" (Ahearn, p. 91)

Sapir and Whorf's ideas as an axiom, NOT a "hypothesis": a Semio-Pragmatics?



Dynamic, mutually influencing relations in specific activities: “Purely linguistic facts may be seen as specialized forms of symbolic behavior” (Sapir p. 163)

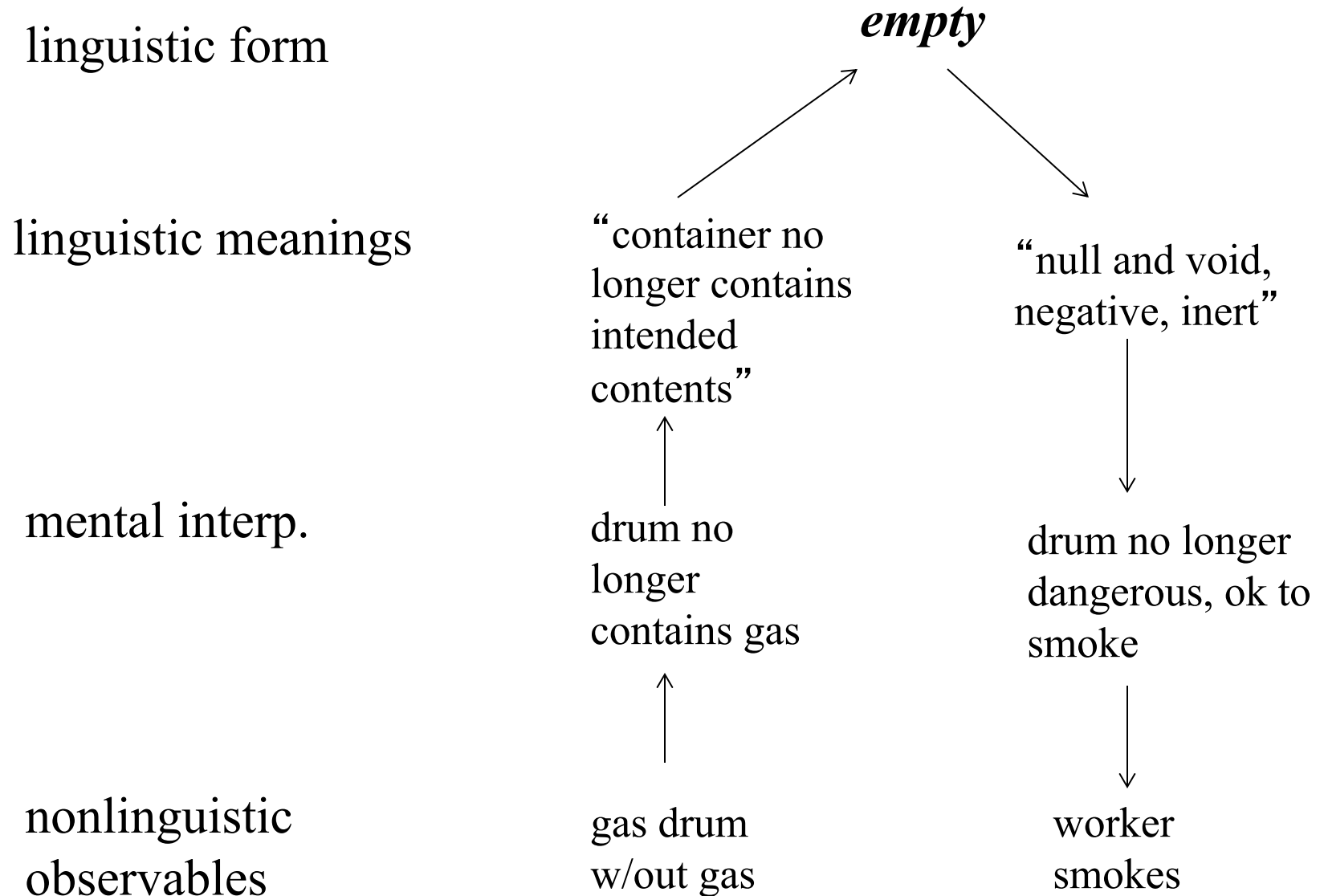


Diagram of Whorf's example, p. 135